

**E&P**

March 22, 1980

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# Editor & Publisher

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THE ONLY INDEPENDENT WEEKLY JOURNAL OF NEWSPAPERING

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## Every Spring, the Boston Symphony changes its tune.

For nine months a year, the Boston Symphony is all black tie and tradition. But from late April through July, the Orchestra makes a perennial change — into the Boston Pops.

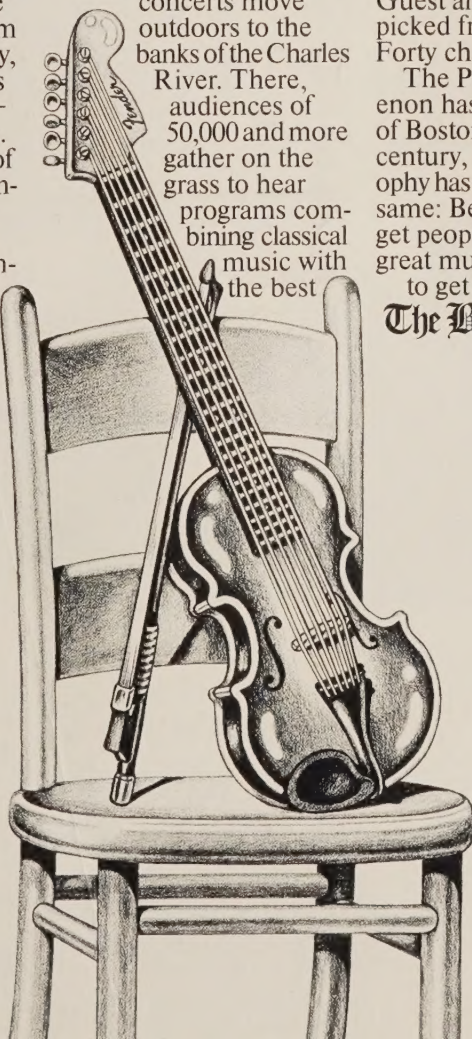
For the first part of the Pops season, Symphony Hall is transformed into a lively dinner theater — complete with cocktails

and hors d'oeuvres. During the summer, the concerts move outdoors to the banks of the Charles River. There, audiences of 50,000 and more gather on the grass to hear programs combining classical music with the best

of Broadway, Hollywood and Tin Pan Alley. Guest artists are often picked from the Top Forty charts.

The Pops phenomenon has been a part of Boston for nearly a century, and the philosophy has always been the same: Before you can get people to appreciate great music, you have to get them to listen.

**The Boston Globe**



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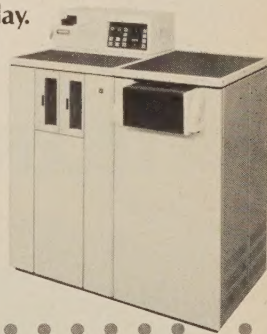
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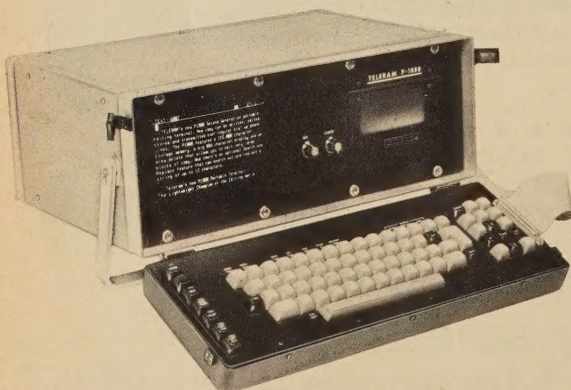
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## TELERAM



### EDITOR & PUBLISHER CALENDAR OF EVENTS

March 1980							April 1980							May 1980						
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S
						1							1							
2	3	4	5	6	7	8	6	7	8	9	10	11	12	4	5	6	7	8	9	10
9	10	11	12	13	14	15	13	14	15	16	17	18	19	11	12	13	14	15	16	17
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#### MARCH

- 23-25—Central States Circulation Managers Association, Galt House, Louisville, Ky.
- 26-28—America's East Newspaper Production Conference, Hershey Convention Center, Hershey, Pa.
- 27-29—Illinois Press Association, Collinsville Holiday Inn, Ill.
- 28-29—Society of Professional Journalists, Sigma Delta Chi, Region 12 Conference, Little Rock, Ark.
- 28-30—Society of Professional Journalists, Sigma Delta Chi, Region 2 Conference, Charlotte, N.C.
- 30-Apr. 5—ANPA/INPA Newspaper Executives Marketing Seminar, Scottsdale Conference Center, Scottsdale, Ariz.

#### APRIL

- 1-2—Landon Seminars, "The Newspaper and Alternate Delivery", Hyatt House, Los Angeles, Calif.
- 7-10—American Society of Newspaper Editors, Washington (D.C.) Hilton.
- 9-12—International Circulation Managers' Association, 15th management seminar, University of Missouri.
- 11—Maine Press Association spring conference, Orono, Me.
- 11-13—Louisiana Press Association, New Orleans, La.
- 10-12—New Jersey Publisher Association Advertising Conference, Tamiment, Pa.
- 12-16—Inland Daily Press Association, "Print '80," McCormick Place, Chicago, Ill.
- 13-16—Newspaper Research Council Conference, Doubletree Inn, Scottsdale Mall, Scottsdale, Ariz.
- 16-17—Canadian Daily Newspaper Publishers Association, Royal York Hotel, Toronto.
- 18-20—Society of Professional Journalists, Sigma Delta Chi, Region 8 Conference, Arlington, Texas.
- 21—The Associated Press, Sheraton-Waikiki, Honolulu.
- 22—United Press International, Sheraton-Waikiki, Honolulu.
- 21-23—American Newspaper Publishers Association convention, Sheraton Waikiki (convention headquarters), Honolulu.
- 24-25—Tennessee Press Association advertising conference, Nashville, Tenn.
- 24-26—Kentucky Weekly Newspaper Association, Harley Motor Inn, Lexington, Ky.
- 27-May 1—Newspaper Purchasing Management Association; Portland Hilton, Portland, Ore.

#### MAY

- 1-3—Southern Short Course in News Photography, Bordeaux Convention Center, Fayetteville, N.C.
- 2-3—Virginia Press Association ad conference, Richmond, Va.
- 3-4—North Carolina Press Association Mechanical Conference annual meeting, Jane S. McKimmon Extension Educational Center, North Carolina State University, Raleigh, N.C.
- 4-7—International Newspaper Promotion Association 50th annual International Conference, Waldorf-Astoria, New York.
- 4-16—Gannett Newspaper Foundation Circulation Management Development Seminar, Hilton Inn on the Campus, Rochester, N.Y.
- 5-7—International Press Institute 29th General Assembly, Palazzo dei Congressi, Florence, Italy.
- 9-10—Hoosier State Press Association's 46th annual convention, Hyatt Regency, Indianapolis.
- 9-10—Advertising Executives Association Of Ohio Daily Newspapers, Spring Conference, Kings Island Inn, Kings Mills, Ohio.
- 11-12—Mid-Atlantic Circulation Managers' Association spring conference, Howard Johnson's, North Myrtle Beach, S.C.
- 13-16—Suburban Newspapers of America annual convention, Royal Sonesta, New Orleans, La.
- 14-17—American Association of Advertising Agencies, annual meeting, The Greenbrier, White Sulphur Springs, W. Va.
- 15-16—Allied Publishers' Annual Meeting, Valley River Inn, Eugene, Ore.
- 18-21—Institute of Newspaper Controllers and Finance Officers national spring conference, Doral Country Club and Hotel, Miami, Fla.
- 25-28—International Federation of Newspaper Publishers (FIEJ), Tel Aviv, Israel.

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EDITOR & PUBLISHER for March 22, 1980



# AFTER FIRE HIT THE NEVADA APPEAL, THEY NEEDED A LOT MORE THAN SYMPATHY.

On Wednesday, March 28, 1979, fire struck the Nevada Appeal, destroying everything but the pressroom.

Eight days later, the 115-year old Carson City daily was publishing under its own power. Their comeback is a graphic example of the power of people working together.

The morning after the fire, Appeal executives arranged to continue publication by temporarily utilizing company facilities in Las Vegas. Meanwhile, Chemco representative Paul Shirk and Appeal production manager Jack Gibson began searching the rubble and their memories, compiling lists of all the cameraroom, darkroom and platemaking equipment and supplies needed to get things going again in Carson City. What they needed was just about everything, from a new camera to T-squares.

All the resources of Chemco were mobilized for the replacement job. When truck and airline strikes made normal deliveries impossible, Chemco people used their own vehicles to fill the gap.

By Monday of the next week Chemco experts were personally supervising the construction of new temporary darkroom and cameraroom facilities. And by Friday, just 8 incredible days up from the ashes, the plant was back in full operation.

It tells you something about the determination of the people at the Appeal.

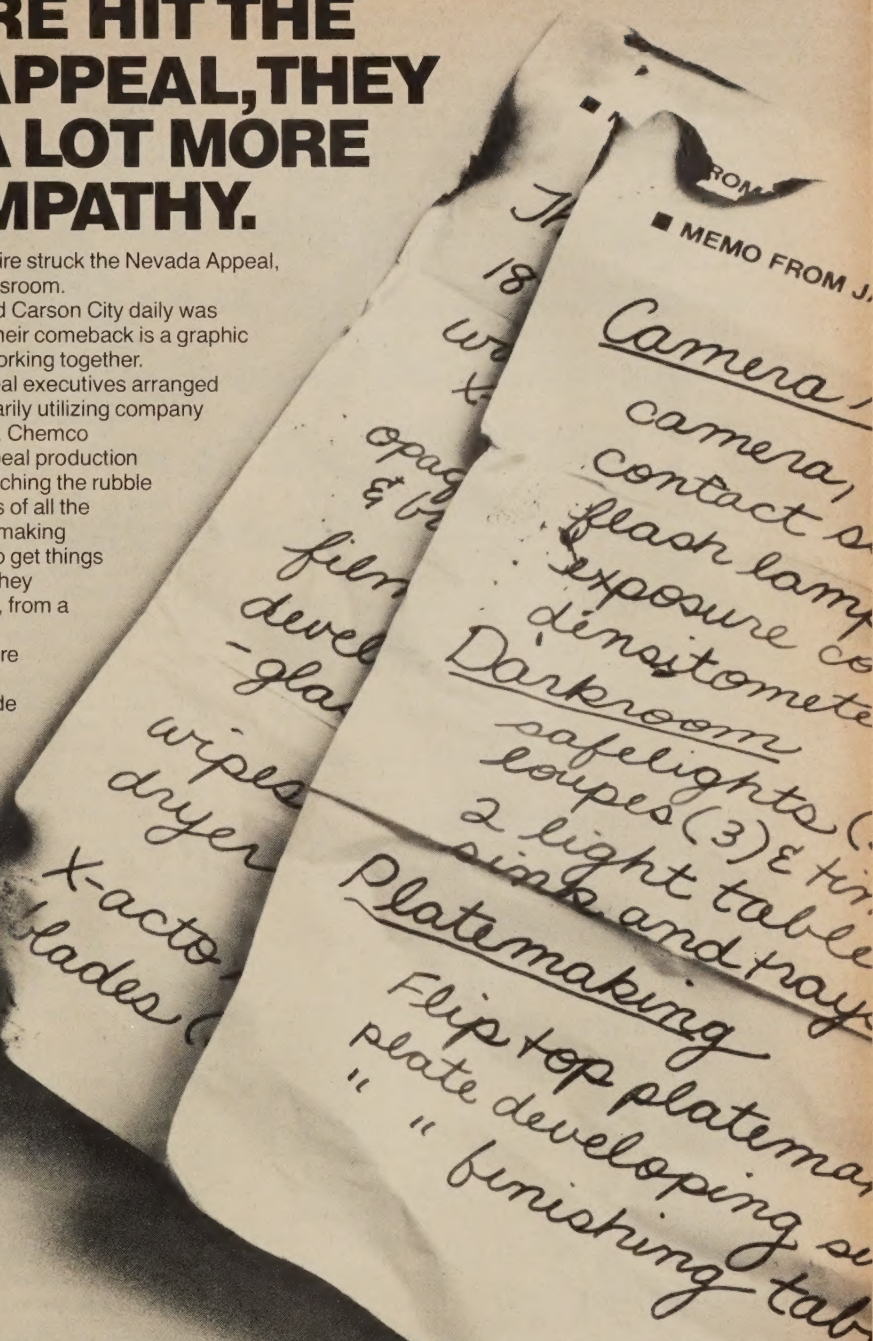
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## Schurz buys tv station

WATU Channel 26 NBC in Augusta, Georgia was purchased by Schurz Communications, a South Bend, Indiana, based publisher group broadcaster for \$5 million. Seller is Augusta Telecasters, J. Thomas Jones, president and Francis H. Robertson are 100% stockholders. Schurz Communications also own the *South Bend Tribune*, the Evening and Sunday newspaper, as well as 7 other newspapers in California, Kentucky, Maryland and Indiana. In addition Schurz owns WSBT Channel 22, CBS Television in South Bend, WDBJ Channel 7, CBS in Roanoke, Virginia, WSBT-am and WWJY-fm South Bend, Cable Television systems in Hagerstown, Maryland and Coral Springs, Florida. Sherman & Brown Associates of Miami initiated this transaction and assisted both buyer and seller in the negotiations.

## Times Mirror Co. must divest

The Connecticut state Public Utilities Commission dealt a severe blow to the Times-Mirror Company March 6 by upholding an earlier ruling which forces the company to divest itself of either the *Hartford Courant* or two cable television outlets by April of next year.

The state PUC found the cross-ownership of the newspaper and the cable franchises "not in the public interest."

The Times-Mirror Company, which purchased the *Courant* for \$105.6 million in 1978, is expected to retain the newspaper and sell the cable franchises, which are located in Hartford and nearby Meriden, Conn. The *Courant* is the largest newspaper in Connecticut.

The decision by the three-member PUC control panel was unanimous.

## Tal-Star to be phased out

General Automation, parent company of Tal-Star Computer Systems, announced this week it was phasing out the Tal-Star company operations. Tal-Star has been a supplier of front-end text systems.

The parent company did not disclose plans for take-over of the existing client base by any other supplier.

GA executives could not be reached for comment.

## Empire changes name

Empire Newspaper Supply Corporation changed its name February 29, to Gannett Supply Corporation. William Metzfield is president.

The announcement said outstanding agreements with Empire will be honored and upon renewal the name change will take place.

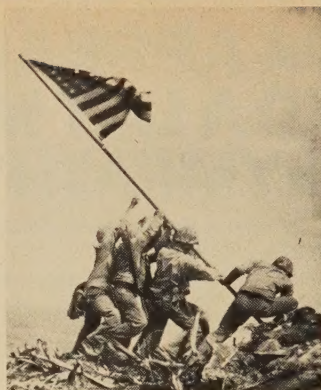
Gannett Supply asked in its letter to suppliers to join in a commitment to equal opportunity employment and assure Gannett Supply, in writing, that they are in compliance with the equal employment opportunity policy.

## News blackout lifted

Los Angeles County Sheriff Peter Pitchess has lifted a 4-month news ban against KCET-tv following a concerted protest by print and broadcast organizations.

The media representatives took their complaint to the county board of supervisors which last week issued a resolution calling on all department heads to furnish information "without discrimination" to members of the media.

Pitchess had prohibited sheriff's deputies from giving news information to KCET, after a November 7 program which, the sheriff said, was unjustly critical in reporting brutality complaints against some deputies.



**The classic**

**WORLD WAR II**

**photo by**

**Joe Rosenthal**

### By John S. Bodkin

It happens every so often. The anniversary of the famous flag-raising on Iwo Jima, a new book of the great pictures of all time, the death of one of the principals in the scene atop Mount Suribachi, all have prompted me to spell out what really happened that fateful week in February, 1945.

I was a photo editor of the Associated Press, on military leave as a U.S. Navy lieutenant. After two years aboard a destroyer in the Atlantic, I was assigned as photo editor at CINCPAC's advanced headquarters. The Iwo Jima operation started just five days after my arrival. The Fleet Still Picture Officer to whom I reported was LCDR John Drennan, USNR, still active as a free lance photographer and newsmen on Long Island, New York.

Joe Rosenthal, AP photographer assigned to the Iwo Jima operation for the Still Picture Pool, had already left. The late Murray Beffler was on hand as the Still Picture Pool Coordinator. He also was an AP photo editor.

Following several weeks of heavy bombardment by the big ships of the U.S. Fleet, the Marine Corps assault began at 0700 hours Monday, February 19.

Rosenthal was in the second wave of the assault. I feel sure that had he not made the flag-raising picture, photos he produced as his landing craft approached the Iwo Jima beach would have been selected as the outstanding combat photos of World War II. The February 19 photos had Pulitzer Prize written all over them.

The United States did not have an airstrip on the island. Photos, stories and features had to be shipped to Guam via flying boats. The flying boat base was at Saipan, about 100 miles from Guam. Thus it was necessary for the flying boat messenger plane to take off from the open sea and fly to Guam, swooping low over Agaña Airport and dropping mail sacks loaded with film and news copy. On the first day, film and copy made that day were received on Guam the same day. As Marines moved further inland and up the sides of Suribachi, time lag in obtaining copy became greater.

Each day brought its shipment of film and news stories back from Iwo. Our small staff handled what appeared to be the most newsworthy photos after checking captions on each film pack. The remaining film was then shipped to CINCPAC's headquarters at Pearl Harbor.

On Friday, February 23, word spread quickly throughout CINCPAC's headquarters that Joe Rosenthal had made a picture of the United States flag atop Mount Suribachi. Because it was late in the day we realized that the film would not be received on Guam until the Saturday afternoon shipment.

(Continued on page 63)

EDITOR & PUBLISHER for March 22, 1980



*freedom of conscience, of education,  
of speech, of assembly are among  
the very fundamentals of democracy  
and all of them would be nullified  
should freedom of the press ever  
be successfully challenged.*

F. D. ROOSEVELT, LETTER TO W. N. HARDY, CHAIRMAN OF  
NATIONAL NEWSPAPER WEEK COMMITTEE,  
NEWSPAPER MANAGERS ASSOCIATION,  
HARRISBURG, PA., SEPT. 4, 1940.

Contrast Franklin Roosevelt's comment about a free press with Nikolai Lenin's, expressed in a 1920 speech in Moscow: "Why should any man be allowed to buy a printing press, and disseminate pernicious opinions calculated to embarrass the government?"

The answer, of course, has recurred throughout history, in many countries, including our own. It's because wrongdoing can occur in any form of government — and in any public or private organization — that people throughout the world are concerned with free speech and freedom of the press. Here in the United States, these freedoms depend on our First Amendment —

and on you in the newspaper publishing industry who exercise its guarantee.

As a major supplier of newspaper production systems for nearly a century, we've seen many examples of the dedication with which you guard that trust. That's why we feel a special obligation to free you from as many production problems as possible, and to help you concentrate on your demanding and irreplaceable role as guardian of our free press.

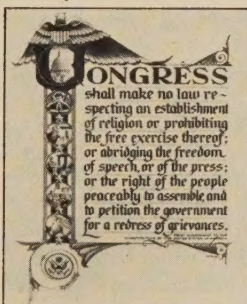
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# Editor & Publisher

THE FOURTH ESTATE

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Publisher, Chairman of the Board, 1912-1959



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6 mo. average net paid June 30, 1979—25,375

## Ownership of cable systems

A study of newspaper-cable television system combinations in 1974 revealed only 2% of the approximately 3,100 systems then in operation were owned by newspapers in the same market. Less than 8% had any degree of newspaper cross-ownership.

Following that study the Federal Communications in 1975 concluded restrictions on newspaper ownership of cable were not necessary because of the small number involved. In addition, it was explained recently, the FCC doubted at that time whether it had jurisdiction in the cable-newspaper cross-ownership situation. An FCC official also acknowledged "there may be some beneficial aspects" in such local ownership.

Since FCC has not asserted its authority in this field four state governments are attempting to assume jurisdiction and the number will certainly increase. It is unwise, in our opinion, to establish the principle that cable television—which promises to become an important factor in the dissemination of information—is a public utility subject to local regulation and control. If it is accepted that a state utility commission has the right to regulate ownership it will only be a matter of time before that commission assumes the authority of regulating rates and content.

Massachusetts has a statute excluding "newspaper media and their affiliates" as cable television licensees "in their major circulation areas."

In Connecticut, a State Division of Public Utility Control took it upon itself to rule that a newspaper and a local cable system could not be owned by the same company and ordered divestiture of one or the other (E&P, Feb. 2, page 12).

In Minnesota, there is a state regulation restricting newspaper ownership of a cable system in the same market.

In Rhode Island, a bill has been introduced in the state senate which would forbid any person from owning more than one newspaper or electronic property (cable or broadcast) in the state.

We feel that as cable becomes an important medium in the dissemination of news and other information, as forecast, it is in the public's interest for newspapers to play the major role in providing the material for transmission which it has already gathered for its own use. The public will be better served if the use of cable is available to newspapers large and small.

## The Oldest Publishers and Advertisers Newspaper in America

With which have been merged: The Journalist established March 22, 1884; Newspaperdom established March, 1892; the Fourth Estate March 1, 1894; Editor & Publisher, June 29, 1901; Advertising, January 22, 1925.

**Managing Editor:** Jerome H. Walker, Jr.

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**Washington Correspondent:** I. William Hill

**West Coast Correspondent:** M.L. Stein

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**Long Beach, Calif:** 5050 Garford St. 90815. Phone 213-597-2931. M.L. Stein, West Coast Correspondent.

**San Francisco:** 433 California St., Suite 505, 94104. Phone 415-421-7950. Peter Scott, Richard Sands—Scott, Marshall, Sands & McGinley.

**Washington:** 1295 National Press Building, Washington, D.C. 20045. Phone 202-628-8365. I. William Hill, Correspondent.

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EDITOR & PUBLISHER for March 22, 1980



# Letters

## MISSED THE POINT

I would like to add my comments on the 1980 Newspaper Advertising Plan-book cover controversy. Will men ever learn what women find offensive? The question is prompted by the fact that all of the men who wrote in to attack Laura Sansom totally missed the point of her objections.

Hank Simons thinks his cover is okay because a "top illustrator" did it and it won some awards. It's not "intended to be 'appealing to men' "? C'mon, Hank, look at the picture. Even judging by the responses of the other men who wrote in, you're off base. Let's spell it out: The extremely tight, clingy clothes on this "spirited, proud, self-sufficient" woman make the first impression—sex object—loud and clear. You'd have to be a fool to think otherwise.

Steven R. Caulk defends the use of attractive models, who, as he carefully points out, are not necessarily stupid. Mr. Caulk should ask any woman he knows to explain the difference between being sexy and being a sex object. It's all the difference in the world, and it's worth knowing.

In response to M. Stone Merriman, who has trouble composing sentences that say what he wants them to (check

out the "attitude" that "hinders the ever widening gap between men and women"—he obviously means the opposite, the case of the disappearing subject in the sentence beginning "Men and women . . ." and the unintentionally hilarious "Sexism has replaced common sense." Perhaps it has, Mr. Merriman.), it's obvious, dear sir, why you like the cover. You are a classic case of a patronizing man who can't understand why anything short of three-inch block letters spelling out "women are worthless" should offend women. Maybe you should educate yourself a bit. Would you find a cover featuring a Black man as a menial offend you? It's time you became as sensitive to stereotypes about women.

As for Mr. Januz, I can only hope he's a joke. The old "boy, those women's libbers must have some kind of sexual problem" line doesn't intimidate anyone, but it does say a lot about the insecurities of the writer. Spare us your adolescent drivell, Mr. Januz.

It's time women stopped being the last insultable group left on earth. I applaud Ms. Sansom, and I'm behind her all the way.

SUE ZILLMAN

1220 Kensington  
Oak Brook, Ill. 60521

## PROMOTION

Good newspapers have banned proclamation photos from their pages. Better ones avoid even the mention of National Hot Dog Week or Take A Swine to Lunch Day.

I was saddened to read, therefore, that The Society of Professional Journalists, Sigma Delta Chi, will ask politicians, from the President down to mayors, to proclaim March 16 "Freedom of Information Day" (Editor & Publisher, Feb. 16). SDX even went so far as to provide a sample proclamation for those who might have trouble coming up with one of their own—and you published it!

I, for one, proclaim this whole thing a very unprofessional promotion.

WILLIAM H. NEUBECK  
(Neubeck is editor, *New Jersey Herald*.)

## EDITOR'S COMMENT

**Ken Botty**  
Associate Editor  
*Telegram/Gazette*  
Worcester, Mass.

"The New York Times News Service often goes beyond the daily news report, offering interesting insights and fresh perspectives. It provides editors with additional options and, not infrequently, solid news beats. Not having it would be like driving cross-country without a spare."

**The New York Times**  
**NEWS SERVICE**

## ONE MORE TIME

Before I sink into oblivion, if I haven't already done so, I would like to see my name in print once more, and what better place than in E&P.

After all it was in newspapers where it first appeared. More times in the main news section than the most publicity hungry politician, more times in the sports pages than the best known athlete, in the society columns, financial pages, even among the obituaries, did I show up.

Now, a victim of modern technology, many in the newspaper business wouldn't even recognize the name.

ETAOIN SHRDLU

Robert E. Carew  
New England Manager  
Story & Kelly-Smith, Inc.  
183 Whiting Street  
Hingham, Mass. 02043

## TESTS

James W. Carty, Jr., a college professor and part-time city judge, in a February 9 article in E&P defined "the test" of a journalist as the willingness to be jailed or fined or both "in the cause of freedom."

No single factor constitutes a test of a journalist, but an amalgam of attributes do. These are: skill to obtain information, report it honestly and clearly and the ability to quash personal bias. Pursuit of a court conviction for a cause is not the journalist's business, regardless how sincerely he supports a cause.

TERRY KINNETT

## Short takes

But her favorite activity was Eisenhower College, the Seneca Falls, N.Y., private school named for her husband. Late in life she sold her car to help support the college. And she attended commencement exercises each spring—*Long Beach (Calif.) Independent*

\* \* \*

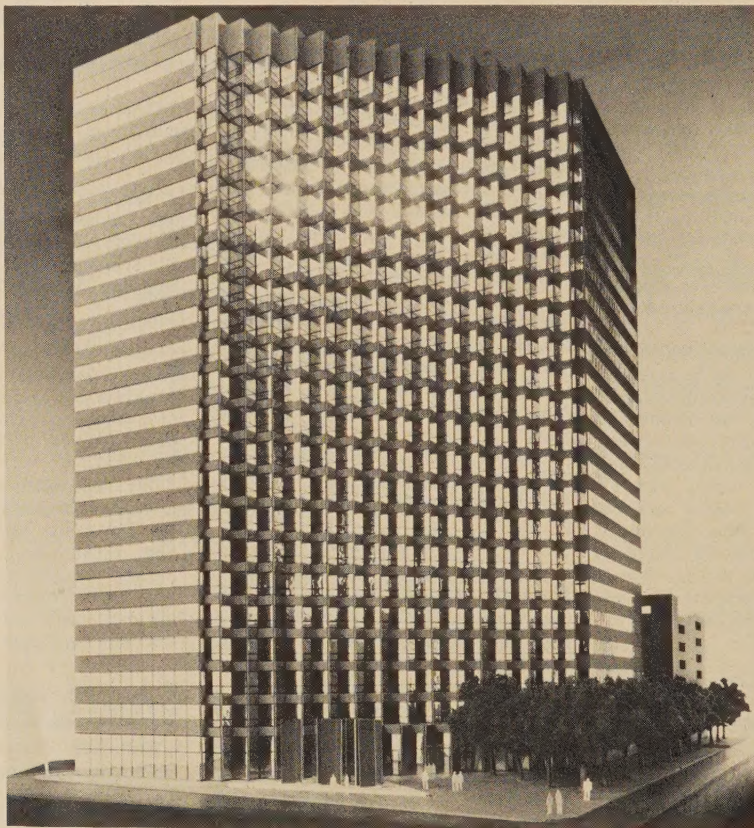
I had several fat cousins and was sacred to death that one day I would look like them.—*Lancaster (Pa.) New Era*.

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# Another Gleaming Addition to the Skyline of New Orleans



Rising 22 stories on Poydras Street, directly across from the imposing Louisiana Superdome, The 1555 Poydras Building adds another towering structure to the fast-growing New Orleans skyline.

The office tower, swathed in granite and glass, will be connected at the ground level with a parking garage of eight levels, with space for 500 cars. Total cost for the complex is estimated at \$40,000,000.

The major tenant of the building is the Exxon Company, U.S.A., a division of Exxon Corporation. It will occupy roughly one-half of the building's half-million plus square feet. Centered in the building will be Exxon's Southeastern Exploration and Production Divisions. It is estimated that approximately

500 employees will work in Exxon's offices alone; approximately 500 more will be employed by tenants of the other half of the office space.

Exxon has been a partner in the progress of the New Orleans area and Louisiana for more than 75 years. The company's Baton Rouge refinery, built in 1909, today ranks as one of the world's largest, most modern refineries.

Keep your eye on the New Orleans market as it builds. You, too, will find it profitable to build sales here as it grows. That's done by scheduling in The Times-Picayune and The States-Item. Together, they encourage and encompass it all. Tell Newhouse Newspapers you're for building sales in New Orleans.

**THE TIMES-PICAYUNE / THE STATES-ITEM**  
NEWHOUSE NEWSPAPERS



## UPI sures union of intentions to stay in business

United Press International and The Wire Service Guild opened negotiations (March 13) for a new collective bargaining agreement to replace a 25-month agreement that expires at midnight April 15.

UPI's opening statement by vice president and general manager Robert E. Page was read by F.W. Lyon, newspaper vicepresident and bargaining committee chairman.

In the statement Page said that many employees had expressed concern over UPI's partnership offer to the newspaper and broadcast industries which did not receive a response sufficiently favorable for the company to pursue it. The offering was terminated January 31.

"While alternatives are being considered," Page said, "I am not in a position to comment on those alternatives. Let me make it clear, however, that one of the alternatives that has not been considered, that is not being considered and will not be considered is the demise of UPI.

"Our owners are committed to keeping UPI alive and operating and to continue to seek solutions to our problems with the aim of restoring the company to complete viability."

Page said UPI recently signed a 15-year lease with the New York Daily News Building for new space for the news service's world headquarters and will begin later this year the transmission of its news report via satellite facilities and earth stations to some subscribers.

Two years ago, when UPI and WSG began negotiations for a new contract, Page, acting for the company, proposed and eventually got a freeze on wages. At that time, UPI argued that the moratorium was necessary because of the deteriorating financial condition of the company and the need to conserve funds for projects underway.

"Although I would like to be able to say the company's position has improved, it has not," Page told the union in his opening statement this year. "Our capital needs remain high and are increasing. Nevertheless, let me say at the outset that UPI is not going to propose a wage moratorium at these negotiations."

Allan R. Bruce, New York news staffer and guild negotiating chairman, read the guild's opening statement that called for improvements in wages, pensions, health and dental care, job security, work schedules and physical conditions.

## KAY GRAHAM NOMINATED FOR ANPA's TOP POST

Katharine Graham, chairman of the Washington Post Company, will be nominated at the 94th annual convention (April 21-23) in Honolulu to become the first woman chairman and president of the American Newspaper Publishers Association.

The announcement was made this week by Joe D. Smith Jr., chairman of the ANPA nominating committee. The nomination of Mrs. Graham to the top post was made necessary by the death (March 10) of vicechairman Len H. Small, president of Small Newspapers Inc. and publisher of *Kankakee* (Ill.) *Daily Journal*, who was to have been nominated to succeed to the presidency. The term of office is for two years.

Smith said William C. Marcil, publisher, *Fargo* (N.D.) *Forum*, ANPA secretary, will be nominated for vicechairman, and director Donald N. Soldwedel, president and publisher, *Yuma* (Ariz.) *Sun*, will succeed Marcil as secretary. As previously announced, director Richard J.V. Johnson, president, *Houston Chronicle*, will become treasurer.

"The nominating committee has found enthusiastic support for these new nominations and gratifying expressions of help and assistance for the prospective new officers from throughout the membership," according to Smith, who said he will "strongly urge their election."

Mrs. Graham's nomination was supported by Jean Alice Small, wife of the



Katharine Graham

deceased publisher. She said Mrs. Graham's nomination would have "pleased and delighted Len as it does me." "She will be a superb president," Mrs. Small said.

Mrs. Graham said that, if elected, she would follow Small's announced plan to appoint retiring chairman and president Allen H. Neuharth chairman of the executive committee of the board of directors.

## Mexican cops told to arrest U.S. reporter

The *San Diego Union* said it has learned that Mexican authorities have issued an arrest warrant for one of two reporters who wrote an expose of alleged corruption and bribery by Federal police on the Baja peninsula.

Union associate editor Peter Kaye disclosed to EDITOR & PUBLISHER (March 17) that they had been told by an "informed source" that Alex Dreshler is wanted in Mexico, apparently for questioning and for "violations of the country's printing laws."

Dreshler and reporter Jon Stanefer spent several months working on the story which broke February 17 (E&P, Feb. 23).

Kaye said that the exact charges

against Dreshler are unknown because, under Mexican law, the nature of a warrant is revealed only after the arrest is made.

He added, however, that the printing law violation probably stems from the fact that on February 18, the Union delivered 10,000 copies of the article in Spanish for sale in Tijuana, Baja's largest city which lies just across the border from San Diego.

"Our distributor there got rid of 8,000 copies before the other 2,000 were confiscated by police who also took him into custody," Kaye reported.

According to Kaye, Dreshler has been accused in Tijuana newspapers of being a drug smuggler, CIA agent and anti-Mexican.

"Ironically," Kaye said, "Alex is married to a Mexican." He said Dreshler's wife's family who live in Mexico have been threatened there by "judicial authorities."



# Developments affecting worldwide press freedom

By George Beebe

President,

Inter American Press Assn.

The Inter American Press Association for nearly 40 years has been the watchdog of the Western Hemisphere's press. Now its most severe challenges come from the global areas of debate.

UNESCO's attempt to establish international standards for the media threatens the whole concept of freedom of the press.

It is obvious that elements within this agency intend to push relentlessly until Socialist and some Third World countries gain their objectives.

They especially want an international agency, such as UNESCO, to give official approval to all the aspects that encompass a state controlled media.

Don't let anyone tell you all this is being done to improve communications. It is being done to control communications. The evidence is overwhelming.

We agree that the present information system needs better balance, but we can't accept the radical format proposed by our adversaries.

UNESCO itself says the pressures for a New Information Order are stirred by its members. Yet its own secretariat is at odds on how involved this agency should become. Frankly, it is very involved.

I have been cautiously optimistic in recent years because reason and moderation have prevailed at UNESCO conferences where once hostility and bias marred discussions.

The MacBride Commission Report restates provisions generally favorable to press freedom contained in the United Nations and UNESCO Charters and in the Declaration on Human Rights.

But also embodied in the two-year study are proposals that will stir arguments over international news coverage.

The most dangerous would establish at UNESCO an international institute to monitor and oversee development of global communications.

In other words, UNESCO—a government-financed agency—would become a decision-maker on the media's future.

This concept has the backing of the Third World followers of the Tunisian, Mustapha Masmoudi.

Such an institute is not needed. It only can nullify any cooperation essential to an information order that could be universally accepted. It would create unend-

ing dissension, which we should avoid.

My optimism has dwindled. The atmosphere once more is charged. Our adversaries have talked of making 1980 the showdown on long-standing controversial issues.

I hope that I have misread their intentions and UNESCO once more will seek common ground on which ideological and political concepts can work together to improve global communications.

But there are continuing maneuvers by UNESCO which make me think that such hopes are futile.

The compromise reached on communications at the UNESCO General Conference in Paris in 1978 seems lost in the dust of conference after conference where topics appear designed to undermine the West and its media.

Typical is one just concluded in Nantes on "Distortion of Information Between Western and Socialist Countries."

Others are upcoming in Dakar, Paris, Vienna, the Cameroons, in the Arab region and Caracas, all leading to the next general conference in Belgrade in September and October.

Few Western views are invited to these conferences.

What is the free world media doing about this?

We are aware of what is happening. The World Press Freedom Committee—of which the IAPA is an affiliate—will have representatives at these meetings. And we will have a strong delegation at Belgrade.

There have been no new major hemispheric challenges since we met in Toronto.

- Newsmen languishing in jails.

- Newspapers closed arbitrarily.

- Harassment of media by terrorists and governments.

It is difficult to keep pessimism from overwhelming us.

One problem that has concerned me for years was emphasized by President Ellis Clarke of Trinidad-Tobago during our meeting there a year ago.

"How," he asked, "can you cope with an irresponsible newspaper or magazine?"

He explained that so-called scandal sheets in the United States are ignored, but they have real impact in the Caribbean and Latin America, particularly in the hinterlands.

The answer, of course, is through stringent libel laws that make publications responsible for what they print.

Few smaller nations have adopted such legislation. Why not? It is that simple.

The irresponsible publication's disregard for truth and fairness too often leads to general repression of all media.

Through the years IAPA has been called upon to speak on government denial of newsprint or the silencing of irresponsible elements.

Some might consider it incongruous that an organization dedicated to a free and responsible media so often defends those who ignore the common principles of accuracy and objectivity which we demand in our newspapers.

When newsprint is denied or a newspaper closed without explanation, then others can be denied paper and closed down. That is why we become involved.

In my acceptance speech at Toronto, I expressed deep concern over the deteriorating situation in the Caribbean.

There has been little change.

President Carter recently stated that he saw "no military threat to the integrity of nations in the Caribbean from an outside force."

He is right. The Soviet-Cuban connection seems to be slowly gaining its objectives without need for armament.

The island nations, with few exceptions, plead for help as Communist influence continues to be imported by left-wing political factions.

It is gratifying that the harassment by the Jamaican government of the *Daily Gleaner* has ceased for the moment.

But in Grenada, the only independent voice, the *Torchlight* still is closed. A Catholic newspaper that started publication a few weeks ago lasted only one edition.

In Central America, newspapers have been fire-bombed, their publishers threatened.

It is a disturbing situation.

President Carter perhaps gave it an overly optimistic approach at a recent White House conference when he urged that the private sector of the United States and the prosperous nations of the Caribbean basin take the lead in bettering relationships—and conditions—with the nations of this region.

"Too often," the President said, "we have looked to the government to undertake the task of improving relations with our friends abroad when so much of our strength and friendship lies in our communities, our universities, and in business, labor, farming, voluntary and religious groups."

A noble approach. The committee he named to expedite such a program is seeking to ascertain what cooperative programs now are being carried on with the Caribbean.

I have submitted a report showing that the Inter American Press Association and the World Press Freedom Committee have been giving a cooperative hand to the media of this region for some time.

Significant, of course, was IAPA's  
(Continued on page 46)

(George Beebe of *Miami Herald* delivered this report at the IAPA Midyear Board of Directors meeting in San Jose, Costa Rica on March 17-20.)



# First Congress adopts 12 'action' measures

By Andrew Radolf

The First Amendment Congress meeting in Williamsburg, Virginia passed a series of resolutions outlining the broad based concerns of delegates regarding the exercise of First Amendment rights and proposing ways in which the press and public can work together to insure the preservation of all constitutionally protected freedoms.

Jean Otto, Op-Ed Page Editor of the *Milwaukee Journal* and chairwoman of the First Amendment Congress steering committee, urged the delegates to make known to the public, legislators, lawyers, and journalists the types of resolutions passed and "help implement what you have decided to be done."

"It is going to take time," she said. "We can't change the face of the country, or public opinion, with a single meeting. We encourage each of you to take the conclusions of this congress home with you, that you contact your local media and discuss with them the conclusions of this congress, that you find ways to share these recommendations with their staffs and let the public know you are doing so. And we encourage you to discuss with every group and organization throughout your state the stake their members have in the free flow of information."

Otto is also president of the Society of Professional Journalists, Sigma Delta Chi.

During its debate on the resolutions, the Congress took the position that "press" was a generic term referring to all print, broadcast, and other news organizations. Besides members of the media, the delegates included members of the legal profession, educators, and representatives from special interest and public interest groups.

The need to keep open to the public and the press all criminal justice proceedings, protection of the press's right of access to information on public and government institutions, and the right of broadcast journalists to have the same First Amendment freedoms as those in the print media were major themes repeated throughout the session.

The delegates adopted 12 resolutions in all which made the following recommendations for action.

- **Informing the Public:** The Congress called for "grassroots local programs" and the creation of a task force "to research, develop, and execute a national multi-media campaign" which will "address the common rights of the public and media under the First Amendment." The task force seek ways to "better educate young citizens" about the First Amendment including the production of films, pamphlets, and other teaching materials for distribution in the schools, essay contests, speaking programs, and meetings between journalists and educators.

- **Government regulation and the media:** The delegates voted that "the public's support be sought for reducing or removing regulations which affect First Amendment rights for all journalists, in particular broadcasting for which regulation of content should be no greater than that for print media, that the public's commitment be secured to guard against future government regulation of emerging technologies which may be employed by both print and electronic media for transmission of information."

- **Values in concert:** First, Fourth, and Sixth amendments: "the constitutional right to a public trial is a right that belongs to the public as well as to a defendant," the delegates resolved. "That right in our view includes pre-trial proceedings. We need not, and should not choose between the First and Sixth Amendment rights of the public. Each is designed to protect the public against the power of government."

- **Public access to information:** The Congress suggested a study of existing and proposed federal legislation which places restrictions on access to information be undertaken which would "alert the public to threats to the free flow of information, alert journalists to laws relating to reporting of government activity, and underscore our opposition to proposals by the FBI, CIA others to broaden certain exemptions to the Freedom of Information Act."

- **Public access to media:** "Access by the public to the columns and broadcasts of the press is not a right. It must not be forced by government edict or otherwise," the delegates agreed. "The free press guarantee of the First Amendment can only survive with uninhibited editorial independence and integrity. The press at the same time must recognize its responsibility in the matter of access . . . to open its doors as well as its minds to members of the public who offer comments on topical issues and press performance, objectivity, completeness, and fairness."

- **Special interest groups:** The Congress adopted a resolution recommending that a brochure be developed for distribution to special interest groups and their leaders "which would demonstrate how the First Amendment is the property of the people. The resolution declared that students should be allowed "to maintain a free and uncensored press."

- **Commercial speech:** The session recommended "that the media recognize, report, and comment on legislative challenges to the freedom of commercial speech at the local, state, and federal levels, and that interested groups represented at this congress meet with individuals and organizations concerned with . . . freedom of commercial speech . . . to more effectively work for the preservation of the First Amendment."

- **Media ethics:** The Congress voted "individual newspapers and broadcast stations" should "seek constructive criticism from individuals and community groups, improve on the job training for reporters and editors, adopt, enforce and publicize codes of ethics that confront such (conflict of interest) issues as

- **Privacy v. the right to know:** The Congress voted the press needs to do a better job of convincing the public "that the protection of individual rights is intimately involved in its insistence that privacy not become a tool misused to shroud the operations and processes of government and the criminal justice system from public scrutiny." The press has a duty "to insure that inquiries into matters affecting the private life or concerns of individuals have a compelling public interest." The public must realize that "privacy legislation itself often embodies certain principles of openness vital to individual liberty" as the right to be "certain no secret dossiers exist anywhere."

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(Continued on page 16)



# Raleigh pressroom fire causes \$4 million damage

By John Consoli

A pressroom fire, ignited by a spark from a welding torch, resulted in at least \$4 million worth of damage Sunday (March 16) at the Raleigh (N.C.) *News & Observer* and *Times*.

Most of the damage was to the papers' 12 unit Goss Mark I press. Four units were back in operation two days after the fire, but the other eight units are severely damaged and Goss representatives are attempting to determine how many of those are salvageable.

Despite being unable to operate any of its press units for two days following the fire, both the morning and evening Raleigh dailies were published with assistance from newspapers in nearby Durham and Fayetteville.

A temporary newsroom was set up at police headquarters for the *News & Observer* and in the Southern Bell building (across the street from the newspaper building) for the *Times*.

Copy was then shipped to the *Durham* (N.C.) *Herald* and *Sun* plant about 25 miles away, where the Monday morning Raleigh *News & Observer* was published. The evening Raleigh *Times* was also published at the Durham plant.

On Tuesday (March 18), the morning *News & Observer* was published at the *Fayetteville Times and Observer* plant and the Raleigh *Times* was printed in Durham.

The Wednesday (March 19) morning Raleigh *News & Observer* was again printed in Fayetteville and by that afternoon, the Raleigh paper had four of its 12 units operational and published the *Times* on its own presses.

The Monday papers were each eight pages of local and international news and sports and carried no advertising. The Tuesday papers carried some advertising.

A.C. Snow, editor of the Raleigh *Times*, said that with a changing of deadlines and a doubling of press run time, the papers could meet normal circulation demands "indefinitely" by using the four, undamaged press units.

"It will be a matter of changing our deadlines a little and probably doubling our press run time, but we are glad to have the four units running," Snow said. "We have no complaints."

Goss representatives said a preliminary examination of the eight damaged press units showed that some may be repairable, while others seem to be totally destroyed.

The Raleigh papers were preparing to increase their press capacity. The company has purchased a 9 unit press from

the Cincinnati *Inquirer*, but the first units are not expected to arrive until June.

Snow said the newly acquired press would probably not be operational until sometime in the fall. The Goss press, he said, had been purchased from the *Miami Herald* in 1962.

The fire was ignited as two of the newspapers' employees were installing an air scrubbing unit to the press. The Raleigh papers had purchased an A-PAR (Air Purification and Return) system from MGI International and management had decided to install the air scrubbing units using its own personnel rather than personnel supplied by the manufacturer.

Two of the papers' employees were welding at about 1 p.m. on Sunday when a spark ignited some ink or oil on the press and the fire flared up rapidly. It burned for more than 3 hours. Two employees were taken to the hospital and treated for smoke inhalation.

The rest of the building had smoke and heat damage. Snow said that the papers' computers (for typesetting and production) were operating by Tuesday and were apparently not damaged by the intense heat.

About 24 reporters, editors and other employees who were in the building at the time, fled to safety. Some took typewriters and their stories and notes with them.

On Monday they returned to the newsroom to start the clean up process and the building was back in operation by the

next afternoon (except for the pressroom damage.)

Snow said the employees doing the welding had "gone to every precaution" to prevent such a thing from happening. He said the press units were wet down before the welding was started.

Snow said the newspapers' management "believes in being a self-sufficient operation." He said in-house employees assigned to maintenance and repair of equipment are "well-trained, experienced press people."

The pressroom does not have a sprinkler system, but instead has fire extinguishers near each press unit.

Original estimates of the damage were as high as \$14 million, but this was assuming the entire press would have to be replaced by a new one and that all the computers were damaged. This turned out not to be the case.

The *News & Observer Publishing Co.* had fire insurance, which should cover most of the damage. It does not have insurance that covers loss of revenue. Fortunately, Snow said, the papers only went one day void of advertising.

Snow said future editions would probably be the same number of pages as usual. This Sunday (March 23), for example, the paper was expected to be 64 pages, comparable to the average Raleigh Sunday newspaper.

About two weeks before the fire, the Raleigh papers raised their newsstand and home delivery prices. Seven day home delivery was raised to \$6 per month—\$4 for daily delivery and \$2 for Sunday delivery. The newsstand and vending rack price was raised from 15¢ to 25¢. Increased production and delivery costs were cited as the reason for the price hike.

**OG&E**

ELECTRIC SERVICE BILL

KEEP THIS PART OF BILL

1025 0598 1  
ACCOUNT NUMBER

RATE	FROM	SERVICE	TO	CONSTANT	DEMAND	READING	KWH	AMOUNT
PL	12/20/77	01124180		400	2128	229	1147600	
KWH - 384,800								CURRENT BILL 30312.90

Off Bldg 96.50  
Pwr Bldg 20.69800  
FEB 1 1980

AMOUNT INCLUDES	OKLA PUBL CO
SALES TAX	% P0 BOX 25125
FRANCHISE PAYMENT	OKLA CITY OK
XXXXX	73125
524717	
004523	

TOTAL AMOUNT DUE	30312.90
CURRENT BILLING DUE DATE	02 10 80
AFTER DUE DATE PAY THIS AMOUNT	30767.59

500 N. BROADWAY

AMOUNT IN EXCESS OF 2%

**SIGN OF THE TIMES**—If you think your utility bills are too high, how would you like an electric bill of \$30,312.90? That amount is for the 4 buildings used by the *Oklahoma City Oklahoman* and *Times* for the month of January, 1980. Herschel Jordan, production manager, said the newspapers used 1% less electricity in 1979 and 1978. He said several energy saving programs will go into operation this year at the papers to reduce peak electrical usage. "In addition to lowering the light levels in non-critical areas of our buildings, we have installed new electrical controls on the older presses. We estimate that this will reduce press electricity consumption by 5%," Jordan said. A demand controller will be installed and the building's central air conditioning system is being modified.

EDITOR & PUBLISHER for March 22, 1980



# Benefits of DUMMY program reviewed

By Dorothy L. Herbert

"Another step toward full pagination . . . that's why we bought DUMMY. Sure we were looking for other benefits—page savings, for example. But our primary purpose was to get closer to pagination.

"We've been paginating our classified since August of 1978 and in the next few months we will be installing DEC's experimental news pagination system. The step to news would be impossible if we hadn't started with Dummy a year and a half ago. A good computerized layout program is essential to the pagination of news."

Listening to Dick Mooney, data processing manager, of the *Eugene (Ore.) Register-Guard* and witnessing the technological breakthroughs this newspaper has achieved, is to see a plan that has skillfully been unfolding and is gradually nearing completion.

An evening paper serving Oregon's second largest city, the *Register-Guard* has also pioneered much printing and handling equipment. The Harris 11 unit offset press (Model N1680) can produce up to 80,000 papers per hour and uses a very fine screen—115 lines per inch—to achieve exceptional printing quality. A Ferag single grip conveyor is the first high speed unit designed to handle papers of up to 256 pages per gripper. This April, inserting will also be automatic with a Ferag on-line inserting system.

The heart of the plant's timesharing automation system consists of two Digital Equipment Corporation PDP-11/70's, each employing one megabyte of core memory. System A, the typesetting system, handles composing room, classified, and display input, while System B operates the news room terminals and all business applications. Each can also serve as emergency backup for critical functions, should a failure occur.

For direct access to the computers there are a total of 127 terminals, 70 of which can be handled simultaneously by System B. Twenty DEC VT 71's are used in the newsroom for city/copy desk editing, 81 VT 61's are used for reporter and classified ad input, and 17 VT 50's input display ad copy and data for business applications. In addition, there are 6 portable Teleram terminals for remote input from bureaus via cassette tape, 2 Tektronix 4014, one for classified pagination, and 1 Tektronix 611 used in classified ad previewing.

"Nothing in this industry", Mooney said, "software or hardware, is going to run without knowledgeable people. Take DUMMY, for example. We bought a good basic program from Capital City Press, publisher of *Baton Rouge (La.) Advocate & State Times* and Chris Meyers, our systems programmer, tailored it to our needs—a job that took approximately 6 months. In the process, Meyers added some excellent new features. Now even the newsroom likes our service and they were pretty hard to convince.

"We now have 6 full time data processing people . . . individuals that work well together and require a minimum of direction. I purposely give light assignments. Good people use the extra time to advantage by improving their work or coming up with new ideas. We don't enforce a dress code and our hours aren't fixed, except where shifts have to be covered. Some people can't work under such a light rein. We've had a few that didn't make it!

"I think our accomplishments speak for themselves. In the last 8 years, we've doubled our page output and increased our circulation by 32%, while our overall staff has increased only from 270 to 283. At the same time, our full time printers have gone from about 100 to 56—through natural attrition, some early retirements, and some separation settlements. Add up salaries and benefits and it's not hard to justify some new equipment and new people. Also, our space allocations have changed. The composing room is now one third of its original size."

Edwin (Ted) Baker, general manager, echoed Mooney's sentiments. "If there is a better way to do something, we can't afford not to do it! The benefits are here to see. We have nearly the same number of people handling a much larger workload, as Mooney mentioned. We've reduced duplication of effort, particularly on jobs like billing, since the computer provides all departments with the same up-to-date information. In addition, we produce a much better product from a quality standpoint. We also have to consider inflation. Any good equipment bought at today's prices is bound to be a bargain in the long run!"

Chris Meyers proudly described the classified ad checking system. "Here's a system we've worked up so that ads can be checked on-line for format as well as accuracy.

"Ads are taken over the phone and the ad takers use of terminals to input the data directly to the computer system. In addition to providing the exact cost of the ad, the computer performs a credit check on the customer. We catch approximately 30 credit problems a day and usually they can be resolved on-the-spot.

"While the ads are being taken, the information is queued to a "classified ad previewer." Basically, it's a Tektronix 611 storage tube driven by an LSI-11/03, a small DEC computer. With this micro-computer system, our classified ad editor can preview each ad, seeing what it will look like in finished form—type face, size, leading. Thus errors in both content and form can be caught and corrected immediately.

"Previously, classified ads were typeset, "dumped" on film, and proof read . . . a very costly operation with the skyrocketing price of film. With our previewer, ads are entered once and run correctly the first time. The new system has reduced "misclassified" to almost nothing and saved countless hours in correcting errors. DEC has refined this product and soon will make it available.

(Continued on page 38)



USING the Tektronix 611 scope (right), Joanne Uhrhammer previews each classified ad for type face, size, leading, etc. Corrections are made on-line via the VT 61 terminal (left). This previewing system, developed at the *Register-Guard*, has reduced misclassifieds to almost zero.



# Ottaway buys cable time to air local news, ads

By Andrew Radolf

The Danbury (Conn.) *News-Times* is providing up to the minute news, 24 hours a day to 23,500 cable television households in its primary market with its News Cable one-way system.

"News Cable keeps us current and more competitive with other media like radio and tv, especially in the area of breaking news," commented the *News-Time's* publisher, Richard Meyer. "Almost instantly we can update the news and go to live transmission, keyboarding the information right into the system if we have to. We were the first to forecast the winner of a local mayoral race, and we had the totals on the screen as the results came in. We were ahead of radio and everybody else. Without the cable system, we wouldn't have been able to distribute the election news until 12:30 P.M. the next day when the paper came out."

The only sound accompanying News Cable's stories is soft background music. Meyer said the system has the "capacity to go voice over" with its cablecasts.

"That's the next logical step for us," he added. "We could bring this medium up to the level of local tv, but I don't envision going to a studio set-up."

The *News-Times* leases two cable channels in its market area. Channel D is distributed by Teleprompter to subscribers in Danbury and Bethel. Teleprompter also sends a microwave signal from a *News-Times* owned dish atop its tower to New Milford Cable which distributes the signal via cable Channel N to three communities in northern Fairfield County: New Milford, New Fairfield, and Brookfield.

The *News-Times* presently leases the two cable channels for approximately 50¢ per subscriber; 16,000 from Teleprompter and 7,500 from New Milford Cable. After the System has been in operation nine months the cost per subscriber will rise to one dollar to fix the total channel leasing fee to \$23,500.

Capital expenditures for New Cable ran to about \$100,000 total including \$36,000 for two character generators with one being a back-up, \$25,000 for the microwave equipment, and \$15,000 for stringing four miles of cable from the newspaper's cable office to Teleprompter's head end.

In operating costs, News Cable shows a dramatic difference from the daily *News-Times*.

Meyer figured his total operating cost per subscriber for the *News-Time's* 42,000 circulation as \$172.74 annually.

He calculated News Cable's total

operating cost per subscribing household for 23,500 cable receiving homes as \$4.22 annually.

"There's no doubt News Cable is far less expensive than operating a daily newspaper," the publisher said.

A cable hook-up costs a household about \$10 per month for the basic system which includes Channel D or Channel N. A weekly subscription to the *News-Times* is \$1.65 which comes out to \$7.15 per month.

From 6:30 AM to 10:15 PM News Cable features a mix of local news from the *News-Times*, Associated Press wire stories, and local advertising. After 10:15 PM the system switches over to an all AP feed until the following morning unless there is a special local news bulletin.

When a viewer switches on News Cable, he receives several messages simultaneously on the screen. At the top, the time line gives the date, time up to the minute, and the temperature outside. Below the time line appear the words "News Cable." The middle two thirds of the screen comprise the news page which lasts 15 seconds on the screen and contains 32 characters per line for a total of seven lines of copy. Most stories on News Cable are one or two pages.

Under the news page comes the crawl line, a continuous banner of short news bulletins, promotional announcements, and other messages such as state lottery numbers.

All the different segments of the News Cable screen use white characters against color backgrounds contrasting with one another. For example, the time line may be against purple, "News Cable" against red, the news page on dark blue, and the crawl on powder blue.

The Video Data System used by the *News-Times* has a total storage of 128 pages, or about 31 minutes on the screen. The paper employs two input editors to keyboard local news stories into the cable system. One editor works from 6 AM to 2:30 PM, and the other takes the 2 PM to 10:30 PM shift.

"They usually take the first graf, maybe the second and do some minor rewriting," explained Joe Richter, News Cable's project director. "For the most part the stories are pretty much intact, and we try to use all the stories from the paper. There is no lead story in effect. The only way we indicate a story is important is by the headline in the crawl."

Richter added that often a crawl headline will be followed with a message telling viewers to "read today's *News-Times* for more details."

News Cable does not have any edito-

rials or personality features to avoid any problems with FCC rules on Fairness and Equal Time which may apply to cable.

"We adhere to all regulations imposed on cable," Richter said. "There is some confusion on how FCC rules apply to it."

A loop is News Cable's equivalent of an edition. The system runs 10 loops of varying story mixes and lengths of time each day which appear according to a set schedule.

"Our state news loop runs about 13 minutes," Richter stated. "It goes on at 11:15 (AM) as part of a package with local news, sports, weather, and some promos and runs continuously till Noon when we update and add some feature material."

Presently, the input editors change the loops manually by a keyboard operation. The *News-Times* is considering purchasing a Digital PDP-8 which would be able to switch loops automatically according to a programmed time sequence.

The *News-Times* also plans to convert its newsroom to a front end system in the first quarter of 1981. The addition of VDT's will add new capabilities to its News Cable system.

"We could interface the computers by direct wire," publisher Meyer explained. "Then all we'd have to do for News Cable is edit."

The *News-Times* has begun selling advertising for its News Cable system. The ads, which are words on a colored background only, appear for 30 seconds with a guarantee of 18 exposures per day.

"Right now we have four contract advertisers," Richter said. "We've just started selling ads, so they aren't paying for the system yet. Our target groups are the moderate to large newspaper advertisers. The guy who's only on a 100 inch contract is not going to use News Cable one day a week. Somebody who's on a 1000 inch contract we see as our prime prospect to buy a day a week or a day every two weeks."

Richter noted that a local retailer does not have to buy space in the *News-Times* in order to advertise on News Cable. Yet, retailers advertising on News Cable often use the spot announcements to augment their newspaper ads by including messages stating "See page 7 of the *News-Times*."

A one screen message appearing on News Cable for one day with 18 exposures costs \$40 at the open rate, \$36 for a 13 week schedule, \$34 for 26 weeks, and \$32 for 52 weeks.

The paper allows News Cable advertisers to make one copy change each day and they may vary the day their ad appears from week to week.

Classified ads have begun appearing on the News Cable screen.

"We started offering some personals,"  
(Continued on page 15)

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(Continued from page 14)

garage sales, tag sales—we're looking for the broadest possible market use," Richter remarked. "Classified on News Cable are cheaper than the newspaper because of the market penetration factor. It's about half the paper's."

The News-Times is in the process of formulating a questionnaire for a market survey to find out just how many cable subscribers are watching News Cable and what their demographics are.

"Right now we don't know anything about who's watching," Richter said. "We're going to take a survey in the next couple of months. We think News Cable appeals most to people 35 and above with some exceptions for the early morning stuff and sports. One of the things we want to determine is how people use tv to gather information and compare that to their newspaper use. We're trying to change the perception of tv as an entertainment medium into a perception of it as an information medium. . . . We consider the newspaper our vehicle right now, but we try to think we're not in the newspaper business anymore. We can use other material to send out information."

The News-Times is part of the Ottawa and Dow Jones split the costs of News Cable "50/50" Richter said. The parent company also provided the newspaper with technical advice about setting up the cable system.

## 24-page supp on CATV firms

On March 31 the Dallas City Council closes the bidding and opens debate on choosing a cable tv network for the city. The impact of this event has not gone unnoticed by the *Dallas Times Herald*, which also owns a local VHF station.

On Sunday, February 17, the Times Herald ran a 24-page supplement featuring the competing cable companies. Also included were balanced arguments reviewing the entire CATV industry.

A strong package was presented by every competitor, high lighting the strength not only of cable TV's entertainment abilities but also its practical aspects as well—such as computer checked fire, police and medical emergencies. Cable TV's business networks, which can store data for retrieval by several plants within the geographical boundary, also were discussed.

The Times Herald also stressed potential hazards to the industry. Although escalating gas prices coupled with economic hard times encourage the convenience of cable TV, a too sudden boom could place severe strains on equipment and manpower needed to maintain the rapid expansion of the CATV industry.

# Dow Jones sees results with two-way cable news

Dow Jones & Co.'s experiment involving six families in Las Colinas, Texas who are hooked up to Dow's two-way, news retrieval system has begun to give an indication of how such interactive cable links will be used in people's homes.

The home hook-ups include an Apple II computer terminal, a television screen and a printer. The families have access to Dow Jones's business news, current stock quotations, and historical quotes.

The Las Colinas experiment differs from other operations of the Dow Jones News Retrieval Service because the families are hooked up with two-way cable tv lines instead of telephone wires.

Dow Jones News Retrieval Service distributes business news and stock market information over telephone lines to 400 terminals like EXTEL and IT-745. Another 650 customers of the service have their Apple II personal computers connected to phone wires just to receive stock market information.

GTE/IS and Bunker Ramo distribute for Dow Jones the News Retrieval Service's information over telephone connections to 9000 customers within the brokerage house community.

"It's dangerous to extrapolate from six families. That's not much of a universe," cautioned Bill Dunn, vicepresident and general manager of Dow Jones of the Las Colinas test. "The experiment has told us enough, though, for us to want to keep involved."

Dunn said one of the interactive cable system's Apple II terminals was set up in the lobby of the Las Colinas Association's office.

"For one day, March 4, the terminal was used 55 minutes for news, six minutes for quotes, and 4 minutes for historical quotes," he stated. "55 minutes are 38,828 characters. The 6 minutes of quotes are 4164 characters, and the historical quotes came to 2565 characters. You can see we've got beaucoup track-age with this stuff."

One of the Las Colinas home users, a married couple, on March 10 used the retrieval system for 17 minutes of news, and one minute of quotes, according to Dunn. He said a new user on the system, North Lake College, called up 28 minutes of news, 5 minutes of stock quotes, and 13 minutes of historical quotes.

"The users don't pay yet for the system. We plan to start charging them and to expand the two way cable into the business sector (of Las Colinas)," Dunn stated.

Dunn remarked that Dow Jones and the *Dallas Morning News* are having "some discussions" on how the news-

paper can "produce an electronic data base of local news for access" into the two-way cable experiment.

"It'll consist of whatever the Morning News elects to put into it," he explained. "We'll begin with Las Colinas, but the paper wants to hit the entire Dallas market."

Dunn is chairman of the advanced Communications Subcommittee of the ANPA's Telecommunications Committee which is chaired by Robert Marbut of Harte Hanks Communications. Referring to that subcommittee and the possible participation of the Morning News in the Las Colinas experiment, he said "We're part of a committee that's trying to develop (technical) standards which will allow newspapers to get into the news retrieval business directly. We want to develop specifications for home terminals to insure that newspapers remain in control of the distribution of news into the home." Dunn envisions a national electronic news distribution network in which every newspaper could have access to the entire pool of local, national, international, and business news sources. The Las Colinas experiment is one the initial tests trying to ascertain how such a network can meet consumer needs.

"We're (the subcommittee) against a situation where newspapers would have to give away their news to some middle-man for electronic distribution. It's essential that newspapers keep control."

Noting that most of Dow Jones's news retrieval customers around the nation are hooked up to the service by American Telephone & Telegraph phone lines, Dunn asserted, "All they are is a conduit. They exert no editorial control."

In Albany, New York Telephone has been putting its white pages directory on cable television and also has "some sports and weather on it," Dunn continued. "Now the company is looking into putting its yellow pages on the cable system. If the yellow pages are updated daily, don't they become classified ads? Then they are in direct competition with local newspapers."

## Kandel to edit cable/finance news

Myron Kandel has resigned as financial editor of the *New York Post* to become financial editor of Cable News Network, the 24-hour, all-news television network being planned by Atlanta tv and sports magnate Ted Turner.

Kandel will continue to co-author with Philip Greer their syndicated financial column, The Greer/Kandel Report.



# Kidnap hearing in California opened to press

A 107-year-old California law allowing defendants private preliminary hearings was struck down March 18 as unconstitutional by a Ukiah judge in the case of a kidnapped suspect.

The order came on a petition by UPI and other news organizations which pursued the matter through two courts after they had been barred from covering the preliminary hearing for Kenneth Parnell, accused of kidnapping two boys.

Superior Court Judge Arthur B. Broadus opened the hearing in response to a UPI petition, which had been denied by Justice Court Judge James Luther.

Luther had closed Parnell's preliminary hearing at the request of his attorney, Scott Le Strange, who cited the 1872 law permitting a defendant's privacy on his request. Broadus noted that the law has been declared unconstitutional by six other California courts and said, "this court joins them."

The judge added:

"The damage done to the public's confidence in their judicial system outweighs a criminal defendant's right to a secret preliminary hearing, particularly when no showing is made of any possible harm to the defendant's right to a fair trial."

As a result of the ruling, Judge Luther postponed the hearing until March 25 to allow Le Strange to appeal it.

Le Strange, who has also sought a gag order in the case, said before Broadus' court, "the press somehow or another has picked this case for their glorification. If the proceeding was open to the press, it would further damage my client's Sixth Amendment right to a fair trial."

Attorney Judith Epstein, who went to Ukiah to argue the case for UPI, said Broadus' ruling was significant for the free-press issue of open courtrooms.

"I think what is important about the hearing today (March 18) is that we are establishing a constitutional momentum that is compelling to the courts," she said. "They are finding closure of preliminary hearings and the public's denial of the right to attend them unconstitutional."

## First production

D'Arcy-MacManus & Masius, St. Louis, has completed production of the first campaign for Gallery of Homes Inc. The 1980 national ad campaign was scheduled to break this week on network tv, spot radio and in regional/local print. Virginia Pie is vicepresident/director of advertising and public relations of the Atlanta, Ga.-based real estate franchise firm.

## IT'S OFFICIAL

# Gannett takes over as largest group; decides to keep hqs in Rochester, N.Y.

Gannett Co. said (March 20) that it has taken over first place as the largest newspaper group in total circulation with the completion of the acquisition of the 47,000-circulation *San Rafael* (Calif.) *Independent-Journal*.

On March 13, Gannett completed the purchase of the Green Bay Newspaper Co., which publishes two daily papers in Wisconsin and one in Michigan with a combined circulation of about 100,000.

With these acquisitions, Gannett said it moves into first place ahead of Knight-Ridder. Gannett now publishes 81 daily newspapers in 35 states.

Gannett chairman and president Allen H. Neuhaarth disclosed (March 20) he will recommend to the board on March 25 that the company's corporate headquarters remain in Rochester, N.Y.

A committee of Gannett executives were studying other possible sites and there were rumors that the company would relocate to Washington, D.C.

Neuhaarth said negotiations were completed with Lincoln First Banks in Rochester to extend the lease on the company's present facilities from June '81 to June 1986.

## First Congress

(Continued from page 11)

involvement in political campaigns, acceptance of gifts, endorsements of commercial products, and financial holdings."

The resolution also urged "renewed dedication" by the press "to hiring and training women and members of minority groups."

• **The Bill of Rights and media:** The delegates resolved, "if we are to broaden public support for the cause (protection of First Amendment rights), we must broaden our own understanding of the other rights afforded by the entire Bill of Rights."

In its final resolution, the congress reaffirmed that the freedoms guaranteed by the First Amendment belong "to every man, woman, and child" and that "it is the responsibility of every man, woman, and child" to protect those freedoms "which are never to be denied or controlled by the government."

After the session adjourned, its steering committee met and voted "to stay together, formalize itself, and aim at having another congress within a year," chairwoman Otto said. "We will begin by sorting out the overlap in the resolutions, setting priorities among the recommendations, and finding funds for what was proposed."

## Past Week's Range of Stock Prices

### NEWSPAPERS

	One Year Ago	3/19	3/12	3/5
(a) Affiliated Publications (AMEX) ...	16 1/4	17 1/2	17 1/2	20 1/2
Blue Chips Stamps (OTC) ...	17 1/4	17 1/4	17 1/4	19
Capital Cities Comm (NYSE) ...	44 1/4	44 1/4	44 1/4	37 1/2
Cowles Comm (NYSE) ...	20 1/4	21 1/4	21 1/4	22 1/4
Dow Jones (NYSE) ...	40	40 1/4	40 1/4	36 1/4
Early Calif Industries (OTC) ...	7	7	7	N/A
Gannett (NYSE) ...	41 1/4	40 1/4	40 1/4	43
Gray Comm (OTC) ...	37	37	37	23 1/2
Harte-Hanks (NYSE) ...	21	21 1/4	21 1/4	21 1/4
Jefferson Pilot (NYSE) ...	25 1/4	24 1/4	24 1/4	30
Knight-Ridder (NYSE) ...	21 1/4	22 1/4	22 1/4	22 1/4
(a) Lee Enterprise (NYSE) ...	18 1/4	18 1/4	18 1/4	23
Media General (AMEX) ...	22 1/4	21 1/4	21 1/4	21
Media Investment (OTC) ...	56	56	56	56
(b) Multimedia (OTC) ...	18	18 1/4	18 1/4	24 1/4
New York Times (AMEX) ...	20 1/4	20	20	26 1/4
Panax (OTC) ...	5	5	5	5 1/4
(b) Post Corp. (Wis) (AMEX) ...	15 1/4	15 1/4	15 1/4	16 1/4
Quebecor (AMEX) ...	11 1/4	11 1/4	11 1/4	7 1/4
Stauffer Communications ...	36	36	36	24 1/2
Thomson Newspapers (CE) ...	15 1/4	15 1/4	15 1/4	17
Times Inc. (NYSE) ...	45 1/4	45 1/4	45 1/4	38 1/4
Times Mirror (NYSE) ...	31 1/4	30 1/4	30 1/4	30 1/4
Toronto Sun (CE) ...	15 1/4	15 1/4	15 1/4	13 1/4
Torstar (CE) ...	22	22 1/4	22 1/4	17 1/4
Washington Post (AMEX) ...	17 1/4	18 1/4	18 1/4	24
(a) Stock split 3 for 2, effective Jan. 1980				
(b) Stock split 3 for 2, effective Dec. 1979				

### SUPPLIERS

	18	21 1/4	19
Abitibi (CE) ...	18	21 1/4	19
Allied Chemical (NYSE) ...	50 1/4	52 1/4	N/A
Altair (OTC) ...	18 1/4	18 1/4	4 1/4
AM Int'l (NYSE) ...	18 1/4	18 1/4	19 1/4
Boise Cascade (NYSE) ...	29 1/4	31 1/4	33 1/4
CompuGraphic (NYSE) ...	25 1/4	27 1/4	41 1/4
Consol. Bath (Mont) ...	16	17 1/4	13 1/4
Crown Zellerbach (NYSE) ...	39 1/4	42 1/4	35 1/4
Digital Equipment (NYSE) ...	64	70 1/4	52 1/4
Domtar (AMEX) ...	21 1/4	22 1/4	22 1/4
Dow Chemical (NYSE) ...	32 1/4	32 1/4	27 1/4
Eastman Kodak (NYSE) ...	46 1/4	44 1/4	62 1/4
Georgia Pacific (NYSE) ...	25 1/4	26 1/4	28 1/4
Grace, W.R. (NYSE) ...	35 1/4	39 1/4	28 1/4
Great Lake Forest (CE) ...	64	65	N/A
Great N. Nekosoa (NYSE) ...	31 1/4	32 1/4	36 1/4
Harris Corp (NYSE) ...	32	32 1/4	26 1/4
Hunt Chem (NYSE) ...	11	11 1/4	15 1/4
International Paper (NYSE) ...	35	37 1/4	46
Itek Corp (NYSE) ...	23 1/4	25 1/4	22 1/4
Kimberly Clark (NYSE) ...	41	43 1/4	44 1/4
LogElectronics (OTC) ...	12 1/4	13 1/4	11
Logicon (AMEX) ...	17 1/4	18 1/4	12 1/4
MacMillan Bloedel (CE) ...	28 1/4	29 1/4	23 1/4
Minn. Minn. & Mfg. (NYSE) ...	48 1/4	48 1/4	56 1/4
Raytheon (NYSE) ...	72 1/4	74 1/4	46 1/4
Rockwell Intl (NYSE) ...	52 1/4	48	37 1/4

## Low interest loan made to publisher

New York Post publisher Rubert Murdoch has denied that a meeting last month with President Carter had anything to do with a Government bank's approval of a \$206 million loan at 8% interest to Ansett Airlines, controlled by Murdoch.

According to reports, Murdoch met with Carter and 3 days later, the Post endorsed his renomination. About a week later, on February 28, Export-Import Bank gave preliminary approval to the loan, which the Australian airline will use to buy 20 Boeing aircraft.

"I didn't mention a word about the aircraft purchases or loan money to the President," Murdoch said. Ray Jenkins, White House spokesman, said "the timing was purely coincidental."

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# Women's division abolished by S.C. Press Association

By Henry Lee

The South Carolina Press Association (SCPA) abolished its women's division and advanced Polly Loman, *North Myrtle Beach Times* publisher, to vicepresident at its recent meeting in Columbia. All agreed one era ended and another began.

This was part of several moves taken by SCPA at its 105th meeting to cope with new industry developments. Otherwise, members heard experts predict sufficient newsprint, some consideration for newspapers in any gas rationing, and both increasing competition and opportunities from television.

At their traditional women's division breakfast, ladies did their usual things before joining a general membership meeting in reorganizing the association and charting its future. Other constitutional changes provided for daily and non-daily vicepresidents along with a Freedom of Information and Legal Affairs Committee.

The meeting approved Bill Gibbons, *Gaffney Ledger*, replacing Rudy Rivers, *Spartanburg Herald Journal*, as president. Rhea T. Eskew, Multimedia Newspaper division president, and Loman were advanced to daily and non-daily vicepresidents and thus slated for the presidency in that order. Richard Morsio, *Florence Morning News*, was elected treasurer.

The executive board noted the AP News Council "drifting further away from the SCPA and proposed a wire services committee be established inside the association. Closer relations and mutual interests would be encouraged.

And the membership meeting named 10 honorary members. They were William D. Workman, retired *Columbia State* editor; John A. Montgomery, retired *Columbia Record* editor; Carl Weimer, retired *Greenville News* managing editor; Tom Waring, retired *Charleston Evening Post* editor; Wright Bryan, retired *Cleveland (Ohio) Plain Dealer* editor now living at Clemson; Mark Garner, ex-SCPA president; Lem Winsett, ex-Marion *Star* owner; Mrs. Caroline McKissick Dial, widow of newspaper publisher and educator; and Mr. and Mrs. William L. Kinney, Sr., retired *Marlboro Herald Advocate* (Bennettsville) publishers.

While relief in newsprint supply was seen by G. B. DeLashmet, Abitibi-Price senior vicepresident, he noted concomitant price rises during an array of workshops. "It is expected that the tight supply/demand balance will continue at least until the second half of 1980," he

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NEW OFFICERS—I to r, Bill Gibbons, 1980 president South Carolina Press Association; Polly Lowman, vicepresident; and Rudy Rivers, 1979 SCPA president.

said. "In the long term, counting only firm commitments, we foresee North American excess capacity similar to what existed in the early '70s."

Anticipating this adequate supply by 1985, he saw substantial price increases. "As long as we have an energy-based economy we would be less than candid with you if we tried to gloss that over," he added. "There is little we can do about the problem of energy."

DeLasmet was more optimistic about benefits of alternate fibers and lighter newsprint in eventual production costs.

And structural changes were seen in the print media. "It is our conclusion that the hard news portion of the newspaper will remain the most viable information source to the public," he observed, "especially over the next five years. Electronic information systems will not be a serious competitor in this area. However, other sections of the newspaper, such as special interest news, classified advertising, directory and local shopping and information will, most probably, migrate to the electronic media."

"The long range threat is gradual erosion of the newspaper markets and audiences. Generally the home electronic services will supplant and complement newspaper features, but competition in some segments will develop gradually. Although the timing of the migration to the electronic media has not been specifically noted, it is inferred to be during the '85 to '90 period."

Not much more encouragement came from Lynn Coleman, U.S. Department of Energy legal counsel, who told publishers they would not get a priority in any eventual gas rationing but some "consideration." Allocations to newspapers and other "big-energy consumers" would be determined by a base-use period. "But the federal government would be 'tilting' for newspapers and

others," he added, whatever tilting means.

Assessing the energy crisis, Coleman warned that less petroleum must be consumed while other energy sources are increased. While little impact was seen within 10 years from alternate sources, Coleman emphasized an increased combination of coal and nuclear (cautiously) energy must be combined.

In an advertising workshop, Eric Anderson, Newspaper Advertising Bureau, warned of a real threat from "qube" television, but he also saw opportunities. "Newspapers will eventually become information providers for (qube) home information centers," he explained. "Newspapers can sell their news to these two-way communication centers."

This was seen as a trend starting with cable television in urban centers.

But William Park, bureau vicepresident, was not immediately concerned about television advertising. "Some are putting television advertising money back into the print media," he observed. "Current studies indicate that the recall (memory) of television commercials is falling considerably as audiences are increasingly exposed."

Turning to journalism education, Dr. Albert T. Scroggins, University of South Carolina Journalism School dean noted the school was now 11th nationally in enrollment and seventh in graduate enrollment. He disclosed that his school had wrested the Pentagon's public affairs teaching program for officers from the University of Wisconsin. Some 25 officers from throughout the world were trained there eight weeks yearly during 21 years.

Scroggins also disclosed that newsreels of 20th Century Fox Movietone, covering 40 years, were scheduled to be presented to the university. The journalism school was reported figuring in that gift and pleased with its educational benefits.



# Inland publishers eye moves to morning field

By Celeste Huenergard

The international political scene, campaign '80 and some of the industry's own headaches were analyzed during the Inland Daily Press Association's 95th annual Winter Meeting in Phoenix, March 2-5.

Larry Fuller, publisher of the *Sioux Falls* (S.C.) *Argus Leader*, took the podium to discuss his paper's A.M. conversion last July after 94 years in the evening market.

"If we wanted to grow we knew we would have to increase our penetration in the RTZ (retail trading zone)," Fuller explained.

The switch was prefaced by six months of planning, regular meetings by a department head task force, and an in-depth research study of the market.

"We didn't reinvent the wheel," Fuller declared "we used the expertise of those who have already done it and people on our staff who have worked for A.M.S."

Single copy sales were handed over to employees from independent contractors and 125 carrier routes were added. Presently, no route exceeds 60 minutes. "We are absolutely committed to our youth carrier force for delivery and collections," Fuller said, adding that readers who initially may have missed getting an evening paper at least want the morning product delivered on time.

Fuller warned his listeners that A.M. conversion is not for everyone and should be preceded by a thorough analysis of what it should achieve. "If it's not broken, don't fix it," he said.

The paper's morning debut has touted through a broadcast and in-paper campaign urging readers to "wake up with the *Argus*".

Eight months later, the daily's total circulation is up 1.6% but its RTZ numbers have fallen 4% due to mail subscribers.

One of the smallest dailies to enter the Sunday field in the last three years is the *Troy* (Ohio) *News*.

Tom Thokey, the advertising and marketing director for the 11,000 circulation paper, blamed the leap on the breaking of unwritten territorial rules.

For years the news' only nearby counterpart was the *Piqua Daily Call*. Neither paper competed with one another for readers or advertising. Things changed once a shopping center opened its doors in Piqua and some Troy retailers closed their downtown stores in favor of the new enclosed structure.

"We knew we had to do something fast to get more than the leftovers."

Thokey explained.

The *News* started a shopper in 1968 and added a Sunday edition September 1977.

"The first new months (with the Sunday) were really scary," Thokey recalled, citing a 100% turnover in the circulation department and an initial 85% switch rate of advertising in the Sunday.

Today the new product boasts 2,000 more readers than its daily sister and the switch rate has dropped to about 65 percent, although its profit margin is not equal to what it would be six days a week. The *Daily Call* still remains a Monday through Saturday operation.

Five full-time editorial staffers were added to the *News* payroll to work on the Sunday product. And subscribers were forced to take the new edition when the paper told them their rates were going up and for an additional 10 cents they would receive a Sunday paper.

"We've encountered literally no resistance," Thokey said.

For the first six months the seven-day rate was \$1. It was later increased to the present \$1.35. On the racks the Sunday goes for 50 cents.

Thokey called the introduction of a successful Sunday a long and sometimes painful process, but one that seems to be doing the trick for the *News*.

Meanwhile the last American sponsored journalist to leave Tehran, fielded questions from Inland members for more than 45 minutes.

Sajid Rizvi, United Press International's chief Tehran correspondent, took the U.S. press to task for the lack of space it devotes to international news.

"I think the international coverage leaves much to be desired," he said in an interview afterwards. "The *Washington Post* and the *New York Times* (supposedly doing a good job in this area) are elitist papers. How many people actually read those things? Does the man in the street who goes out every four years to elect a president read them?"

Rizvi called UPI's coverage of the protracted hostage takeover well balanced. "I don't know what they ran here but I know we did an extremely fair job of reporting on our end. We were even running Khomeini's speeches in full because we knew they would be of interest to those following the international scene."

The Pakistan native said he learned of the Embassy takeover when one of his "lookouts" called to say he "saw some guys climbing over the building's walls. I couldn't believe it but I called the embassy and there was no answer. So I rushed a reporter down there."

Rizvi himself spent more than \$100,000 covering the siege. "We had to have taxis, for example, on 24 hour basis because if something happened at two in the morning we had to be there. Our stringers who staked out the embassy 24 hours a day used to sit inside (the taxis) with the motor running just to keep warm."

Rizvi worked an average 17-hour day covering the beat. "The situation was changing so rapidly we were changing the wire constantly. We transmitted on a Telex so if you made a mistake you had to run the whole thing over again," he said.

When asked if he thought the Ayatollah's expulsion of American news agencies had eased the tensions in Tehran, Rizvi said he saw no improvement.

Rizvi, along with his fellow U.S. bureau chiefs, was allowed to stay on another month after the Jan. 15 expulsion notice to close his newsroom but with the proviso that he should not transmit stories.

Although his New York superiors urged him to phone news in, Rizvi opted to honor the "gentlemen's agreement" between the Iranian rulers and the foreign press corps. The agreement, he said, proved to be very frustrating, especially since it came before the Ayatollah's hospitalization, Bani-Sadr election as president, and the Iran Air Boeing 727 crash. "The worst thing was not to be able to report," he said. "Your first impulse in that situation is to grab a phone, to do something."

Rizvi's next assignment is London where he will wait until the Iranian government okay's his return. "I want to finish the story," he said.

How did he beat the Associated Press for the title of "the last American journalist to leave?" "There was a mix up in our plane reservations and he had to leave two days earlier," Rizvi laughed.

Inland members returned to the more routine aspects of their business the next morning with an in-depth session on production.

Don Jochens, production manager of the *Sacramento Bee*, offered his listeners advice on organizing vendor specifications for pre-press electronic systems.

He warned them that too often little emphasis is placed on the service of editorial, business, advertising and classified systems when those specifications are drawn up.

"Too many systems have been purchased because they have an appealing list of bells and whistles which works fine and never fails," he said. "For the most part service is the forgotten item in many procurements."

Jochens stressed that initial negotiations with a vendor should compare service, dependability, accessibility, price, and pre-installations training for

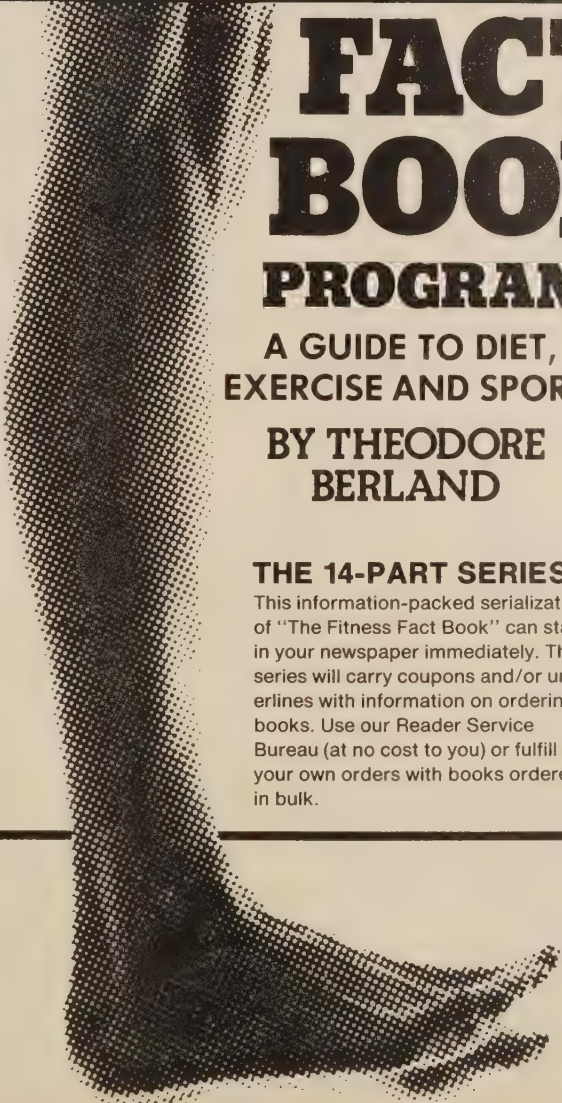
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# Press not pampered at Olympic Games

By Michael Munzer

If one got the idea the media was pampered in Lake Placid during the 1980 Winter Olympic Games, it was only because of high visibility.

In reality, a visit to the press lounge at the Lake Placid High School showed a story of exhaustion, frostbite, frustration, and general aggravation.

The press, it seems, didn't have the problems of the "bus people", but its problems with the Lake Placid Olympic Organizing Committee (LPOOC) were just as bad, leading one European press agency to say that the only true amateurs at the games were the members of the LPOOC.

Assuming one did get accreditation, which was closed about six months before the actual event, and housing, which was plentiful despite pre-Olympic horror stories (or perhaps because of them), the first encounter with LPOOC was in getting processed. Four-to-six hours of standing on line for processing of credentials was commonplace as members of the press arrived.

One needed a special badge with picture and coded for the areas you were permitted. The events themselves were even more of a problem as you needed to obtain, on a daily basis, special credentials to the venue for that day. It meant fighting with other members of the press for passes on a daily basis—especially for "hot" tickets, such as U.S. hockey team games.

One had to present credentials, fill out a voucher and then receive tickets.

Ticket distribution in this manner was fair, said LPOOC officials, but it was also impossible to do comprehensive planning for the entire games.

There were exceptions, however, as ABC-TV and the wire services had met many times with LPOOC officials in the months before and obtained choice camera positions.

Ed Lewi, the Olympic public relations director made no bones about it. ABC got all the top camera positions, the wire services came second and then it was a free for all.

Photography was also a problem. While most of the services had their own processing equipment, the official lab, run by Kodak, was extremely strict in accepting film to be processed. You had

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Michael A. Munzer is editor of *Technical Photography*, a trade publication for professional photographers. Prior to entering the magazine field, he spent nine years in the newspaper business as a reporter, photographer and editor.



**MAKESHIFT NEWSROOM**—Lake Placid high school classrooms were turned into newsrooms for the assortment of reporters and news organizations covering the games.



**PRESS FOOD**—The Lake Placid high school basement was turned into a cafeteria for the press.

to have photographic credentials in order to get service. In other words, most photographers shooting out at venues had to return and submit film. They could not send it in via messenger.

There were some benefits, however. Press buses to the venues were far more efficient than the buses for spectators. In addition, press buses also were provided to major motel areas on a drop-off basis.

Pickup in the morning was a problem, however. Most reporters and photographers had to wake up at 5 a.m. in order to get to the village itself to make those buses.

Most wire services provided adequate winter clothing for staff members and casual clothing was the order of the day. It simply was too cold to worry about jackets and ties. Canon and Nikon both supplied additional heavy jackets, ski caps and other clothing to accredited photographers.

Feeding was one of the few things that proved to be regular. LPOOC supplied a cafeteria and two snack bars in the press center with reasonable prices. While the food was not fancy, you could get large portions and a dinner would run a reporter about \$5 in the cafeteria. Compared to the tales of \$30-a-plate spaghetti

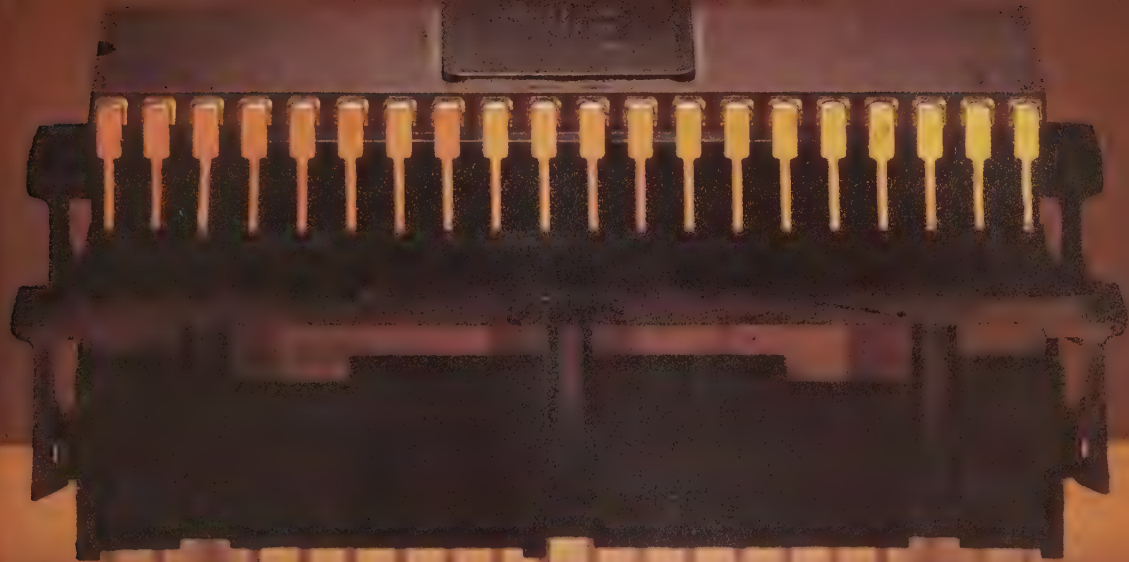
dinners in village restaurants that abounded (until prices were lowered because of a restaurant boycott) it was a good buy.

However, the quality of the food did decrease as the games progressed. Veal became hot dogs and beans. By the end of the first weekend, 24-hour-per-day service was eliminated.

Members of the press are resourceful people, however. Many of them formed pools to buy food at a local supermarket. For example, members of the UPI team contributed \$2 per day for a deli-type operation. Even with the \$30-per-day food allowance, UPI officials approved. It was far more practical to keep reporters, photographers and desk personnel on the scene than wasting hours trying to get into a local restaurant.

But beyond the exhaustion and frustration, members of the media could sense a mutual feeling of pride. You were covering the Olympics, and not too many people could say that. For the sports pro, there was no other place to be.

EDITOR & PUBLISHER for March 22, 1980



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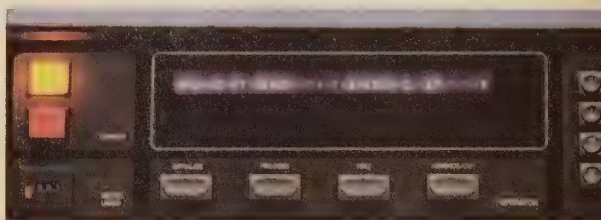
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# Suburban daily eyes metro area for expansion

With 30,000 daily and 45,000 Sunday circulation in Queens, *Newsday* has set its sights on becoming the main newspaper for the New York City borough's 750,000 households.

"Since the *Long Island Press* folded (1977), there's been no Queens newspaper. Our goal is to provide one," stated Jack Squire, *Newsday*'s director of promotion. "We always did feel the (eastern) area of Queens touching Nassau has the same lifestyle, basically suburban, as the rest of our market."

Squire noted that *Newsday*'s research of the attitudes and habits of Queens residents showed "half the population considered themselves Queens people and not New Yorkers, and they said they'd like to have a local newspaper. So, we view half of Queens's 750,000 households as potential targets."

*Newsday*'s present total daily circulation for all of Nassau, Suffolk, and Queens Counties is approximately 500,000. Its total Sunday circulation is about 560,000. The paper's greatest competitor in Queens is the *New York News* which has 300,000 daily and 360,000 Sunday circulation in the borough. The *New York Times* sells 79,400 copies daily and 112,400 copies Sunday in Queens.

*Newsday* began its expansion into Queens in 1977 with a pilot project offering home delivery of the paper to 30,000 households in northeastern section of the borough. Today, 140,000 Queens households, 18% of the total, can receive *Newsday* through home delivery. The paper is continuing to increase its area of home delivery in Queens, primarily to the west and to the south.

Squires declined to break out *Newsday*'s home delivery figures in the borough. He said the "majority of the paper's total Queens circulation was from subscriptions."

*Newsday* is sold on newsstands all over Queens, Squires added.

"Our strategy has been to build slowly and steadily," he continued. "Everything we do has to pay for itself before we expand it."

Since 1977 *Newsday* has also published a separate Queens edition with its own staff of 12 reporters, three editors four copy desk people, and one photographer "devoting all their time" to news of the borough.

"To my knowledge, that's more covering Queens than any other paper," Squires remarked.

The photographer and 12 reporters work out of *Newsday*'s Queens office in Rego Park. The editors and copy desk personnel are in the paper's headquarters in Melville, Long Island.

*Newsday* has several promotions underway which are geared to attract

Queens readers including an offer to deliver the Sunday paper free to anyone subscribing to seven day delivery for four weeks. *Newsday* sells for 25¢ daily and 50¢ Sunday. Delivery under the special offer costs \$1.50 per week.

"We do a lot of direct mail and point of purchase promotion, also billboards," Squires said. "We just completed a three month bus campaign. Since we're concentrating segment by segment in Queens, it's not feasible to use radio which covers the whole metropolitan area."

## Reporter helps capture escapee

An Oroville (Calif.) *Mercury-Register* reporter, Judy Stanley, on the job less than a month, is credited with the capture of a jail escapee. She kept him on the phone for 90 minutes.

Stanley took the call from the man who wanted to "get a few things straight" about the story of his escape which another reporter had written. She put the caller on "hold" while she called police.

The officers could not trace the call, but came to the newspaper office and listened in on Stanley's talk until they got information enough to locate the caller. The apprehension followed.

Before joining the *Mercury-Register* Stanley, 26, was a reporter on a weekly newspaper in Yuba City, Calif.



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# Civiletti acquits press on Abscam leaks

In a highly unusual speech, Attorney General Benjamin R. Civiletti last week acquitted the press of all responsibility for such information leaks as those having to do with the Abscam operation and warned that any employees contributing to the "flood of leaks" will be prosecuted, fired or disciplined severely.

Civiletti stressed that the employees of the Justice Department are not "partners of the press".

In successive speeches to groups of more than 500 persons assembled at the department, he warned all employees not to be tempted to reveal confidential information, no matter how "sincere and beguiling" reporters may be.

"In no way can a leak be rationalized," Civiletti said "even as a product of human weakness."

"Some such justifications suggest that the press bears a major responsibility for the harm and evil caused by such disclosures. That is not true. The press' duties are distinct and separate. They are not government employees.

"We are not professional companions or professional friends or duty-mates, although our paths coincide in the pursuit of truth, aggressive investigation and serving the public interest.

"Reporters have a right to ask tough questions and to use their intelligence and techniques to inform the public and to do it dramatically. Appeals to employees for the disclosure of information are proper. They also appeal to fear, to envy or pride, to idealism, patriotism, anger, unfairness, stupidity, laziness and other human emotions. We all hear from reporters, 'Please advise me, I want to get it straight'."

As of this week, the staff of Richard Blumenthal, the U.S. Attorney appointed February 11 by Civiletti to investigate the Abscam leaks, has interviewed more than 200 Justice Department attorneys and FBI agents, but has released no news of any findings.

"The dangers and dilemmas surrounding publication of such material have long been recognized inside and outside journalism," the statement read in part. "For law-makers who must stand before the voters, another dimension of potential damage operates with special force when such charges are disseminated in an election year . . ."

"On the other side of the balance sheet is the disservice the press would unquestionably have done to the political process if it elected to withhold from the public information of such seriousness bearing on the integrity of high-ranking congressional officials—information which

editors and reporters had reason to consider authentic, even though the sources could not be publicly disclosed . . ."

## Media planner

Miriam Stoolman has been named media planner and buyer for Needham, Harper & Steers, Inc. of Dayton, Ohio.

She joined Needham, Harper & Steers in 1979, after a stint with Scali, McCabe, Sloves, Inc. of New York.

## Reporters Committee raps Senate action

A Senate action to exempt the Federal Trade Commission from key provisions of the Freedom of Information Act greatly weakens the legislation, the Reporters Committee for Freedom of the Press has charged.

According to the reporters group, the proposal, which was appended to the FTC appropriation bill, would "open the floodgates" for widespread exemptions by other government agencies, thus destroying the value of the FOI Act.

The committee, in letters to every member of Congress, urged members of a House-Senate conference committee to kill the FOI exemptions, which are not part of the appropriations bill as passed by the House.

The provisions were added to the Senate version of the bill without public hearings and it was not generally known they were even being considered until after their adoption, according to the committee.

It pointed out that the Senate proposal would permit the FTC to keep secret "any documentary material, written reports or answers to questions, and transcripts of oral testimony."

There is also a provision allowing a company to designate any material as confidential. If the FTC disagrees, the company can go to court, a proceeding that might take months or even years.

In addition, the Senate bill would require the FTC to keep information secret that if released could cause any commercial harm. The agency now has the right to release or withhold such information as it sees fit.

The exemptions were introduced by Senator Wendell Ford (D-KY) because of the possibility of abuses under the FOI Act.

One Senate staff member said the Senate provisions were added to the appropriations bill because of FTC problems in getting companies to provide information. They were supposedly modeled after FOI legislation applying to the Justice Department.

## Tv station hit libel suit

Los Angeles station KABC-tv was named a defendant March 4 in a \$10 million class action suit for an alleged conspiracy to discredit and defame the police department's uniformed officers.

The libel action was the second against the station in as many days. Earlier, Los Angeles' deputy police chief had filed a \$3 million suit, charging the KABC had linked him with organized crime.

The newest suit was brought by three patrolmen as individuals and as representatives of their fellow officers.

Also named as defendants were Channel 7 reporters Wayne Satz and Larry Carroll; the station's vicepresident and general manager John Severino; news director Dennis Swanson; Los Angeles police detective Donald Wicklund; and former Los Angeles police officer John Mitchell.

The damage action was based on a series of tv news broadcasts dating back to January 1, 1977.

The suit charged that a 1979 broadcast was a "false and derogatory" account suggesting that a wounded suspect may have been shot several more times while being transported to the hospital.

The action also sighted a series of television reports that featured a masked man wearing a blanked out police badge, who accused Los Angeles police of being eager to use excessive force in capturing suspects and also of being motivated by racial prejudice. The masked cop was later identified as Mitchell.

## La Choy to run large newspaper ads

La Choy Food Products is starting a spring promotion on 2-serving size chow mein which will include large space newspaper ads with a free offer, local spot radio, tv commercials on networks, p.o.p. materials and promotional allowances.

Newspaper ads in major markets will offer consumers a free can of chow mein noodles when they send in complete ingredient panels from any two La Choy Chow Meins.

## Reddick award

Fred W. Friendly, Edward R. Murrow Professor of Broadcast Journalism at Columbia University and former president of CBS News, was selected as the 1980 recipient of the DeWitt Carter Reddick Award for outstanding achievement in the field of communication. The Reddick Award, highest honor of The University of Texas College of Communication, is awarded annually.



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# Press urged to better cover the energy crisis

By Andrew Radolf

The press is spending too much time in Washington, D. C. covering the energy crisis, a U.S. Department of Energy official said at a meeting between members of the press and oil industry executives in New York.

Instead, the press should send more reporters "out in the field" to do a "better job" of reporting on what is being done around the country to solve the problem, Les Daly, assistant to the secretary for public affairs at DOE said.

"The energy programs are in Montana, in California, in every state. You're not going to find them happening in Washington," stated Daly. The meeting he addressed was sponsored by the New York Deadline Club and the Center for International Environment Information.

"This is a long term, 20 year planning story. It doesn't happen every minute," Daly continued. "What are private industry's long term planners doing? What are the companies of the future going to use for energy? The press hasn't even touched the energy situation's economic story yet."

Daly said the press is "preoccupied with 'How much is it going to cost at the pump?' " and not devoting enough coverage to the issue's complexities.

Referring to the over \$227 billion windfall profits tax passed by the Joint Congressional Conference Committee, Daly commented, "The major story is not the total size of the tax, but what's going to be done with it. There's \$34 billion for mass transit. How will that be spent? The \$9 billion in tax credits for energy improvements present a whole series of new business opportunities that are not being discussed. The tax credit for solar's been raised from \$220 to \$4000. The solar industry hasn't even been touched by the press. Solar's not a bunch of people out by the beach in California. What about the problems like architect's and the building industry's resistance to it?"

Conservation was another area where Daly urged the press to improve its coverage.

"Conservation is boring. Who cares

about weather stripping—but for the next five years conservation's going to provide most of our energy solutions," he remarked.

Daly also said the press does not call him or the DOE often enough for information.

"Secretary Duncan's available" for interviews with the press, Daly related. "He does two or three one on one interviews a week. Just give us a little time to set it up."

Paul B. Hicks, vicepresident and general manager for public relations and advertising at Texaco, said much of the press's criticism of the oil industry was justified by the companies' "secretiveness" and confusing reports "with too many statistics."

"We've opened up much more to the press," he said. "We're responding faster and more thoroughly than we did a few years ago, and we're still improving."

Hicks asked the press "to understand we have to get the facts together and verify them for accuracy. Give us as much lead time as possible. Also train more reporters in business and energy. If the media can afford to spend lots of money for sports specialists, it can do the same for business and energy."

## International Trib plans Asian edition

The *International Herald Tribune* plans to begin publishing an Asian edition next Fall via facsimile satellite transmission from its Neuilly-sur-Seine headquarters in France to a printing plant in Hong Kong.

The Herald Tribune expects its Asian edition to appear on newsstands in the Far East on the same day the paper hits the streets in Western Europe. Presently printed in Paris, Uxbridge, England, and Zurich, the Herald Tribune flies about 2,000 copies of its 125,000 daily circulation to the Orient, where it arrives up to a week late and costs \$1.50.

The planned edition will reach all the Far Eastern countries, including China, provided government permission is received, and will sell for between 50¢ and 75¢.

The Herald Tribune's main competitor in the Orient will be the 20,000 daily *Asian Wall Street Journal* with a newsstand price of \$1.50.

The Asian edition's start-up costs are projected at \$1 million. The Herald Tribune is reaching for 18,000 daily circulation in the Far East after the first year of operation.

The Herald Tribune has not completed

## DOE issues weekly oil industry data

The Department of Energy has begun issuing a weekly statistical report on United States oil production and consumption.

The report which comes out every Friday is intended to give the nation's news media a source for oil industry data independent of the statistics issued by the American Petroleum Institute.

"The report is a full compilation of oil statistics validated by our own analysts," stated Les Davis, DOE's assistant to the secretary for public affairs. "It's broader and more accurate than API and it comes from more sources: industry, government, customs."

Daly said the weekly report gives data "up to the previous Friday and covers imports, heating oil, gasoline stock regionally and nationally, regional and national crude oil stocks, prices, refinery operations, and a variety of statistics on domestic gasoline and oil consumption. The report also contains weather information and a summary of the world oil situation."

The report's full title is Energy Information Administration of the Department of Energy Weekly Petroleum Statistics. Members of the press can receive the report free of charge by writing to: Press Room, DOE, GA 343, Forrestal Building, Washington D.C., 20585.

plans to station a reporter in Hong Kong. At the outset, the Asian edition will have an editorial content similar to that of the Western European edition which emphasizes international news and business.

The Herald Tribune is owned by the *New York Times*, *Washington Post*, and Whitney Communications.

## McGoff company sells weekly

The *Fresno (Calif.) County Reporter*, a weekly, has been purchased from Sierra Publishing Co. by a newly formed company that includes the Reporter's publisher.

The Reporter was purchased from Sierra by a group that includes Ralph Kaziateck, publisher of the paper, and Jesse Jaurigue, Dennis Mitchell and Al Shirk.

Kaziateck resigned from his positions with both Sierra Publishing and the Panax Corporation of East Lansing, Michigan, to form the new group.

"We were convinced the newspaper needed local ownership and control," Kaziateck said.

The Reporter has a circulation of 86,200.

The chief principal in Sierra and Panax is John McGoff.

EDITOR & PUBLISHER for March 22, 1980

## Pr firm names president

Michael Sullivan was appointed president of Aitkin-Kynett public relations department, Philadelphia.

Sullivan joined Aitkin-Kynett in 1972 as a public relations account executive and was elected a vicepresident of the public relations department in 1977.

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**Blockade of Hormuz could cripple West**

banon (UPI). The Strait a particularly ugly little swept water, lapping up on desolate shore 6,500 miles from Iran by 12 miles of barely am Iran by 12 miles of barely water links the Persian Gulf to the rest of the world—and that makes it vital to the world, one of the most vital interests in the world. That means oil. The skyline of the Hormuz is not only the mammoth ships some of the length of three football fields.

that glide through its treacherous waters at the rate of one every 20 minutes. They carry oil more than 20 million barrels of it every day, supplying about half of the industrialized Western world's needs. The Hormuz Strait is the pipeline to the greatest concentration of petroleum on earth, the east fields of the Middle East—Saudi Arabia, which alone produces 12 per cent of the world's oil needs, Iran, Kuwait, Qatar, Oman, Bahrain and the United Arab Emirates. Cutting off the Strait means cutting off that flow and that in turn means world economic catastrophe in Carter's words, "an economic crisis greater than that of the Great Depression 50 years ago."

In his State of the Union message Carter was succinct about what would happen if any "outsider" seeks to meddle with the flow of Middle East oil. "An attempt by any outside force to gain control of the Persian Gulf region will be regarded as an assault on the vital interests of the United States," he said. "It will be repelled by use of any means necessary, including military force."

The oil fields and the Hormuz are particularly vulnerable because of the motley assortment of military machines in the region no more than 100,000 men. To defend oil reserves estimated at one-fourth of the world's known total, Saudi Arabia could field an armed force of no more than 45,000 men and an outdated collection of tanks and jets. Iran's military is in shambles. More than 40 per cent of its 150,000 armed forces personnel have deserted and the regime of Ayatollah Ruhollah Khomeini has executed many of its officers. The armies of the other Gulf states are little more than ceremonial. In the days when the United States could rely upon the Shah, there was stability of a

But the Shah has gone, and the Russians have come into Afghanistan, barrels and miles from their dream of a warm water outlet. Iran now faces Soviet troops on both its northern and eastern frontiers. The Soviet Union is today the world's leading oil producer, at 11.8 million barrels per day. But within five years, according to some estimates, it too will have to begin importing. The Middle East oil fields, and the Hormuz Strait that controls them, could prove irresistible targets. At least one Soviet vessel, the 6,450-ton converted timber carrier Tamin, bristling with antennas, already has been spotted in the Strait, apparently keeping an eye on the situation. With the possible exception of Oman, which has a small American ally, none of the Gulf states want U.S. troops in the area. But as they watch Iran crumble, economic chaos and the Soviet Union's military incapacities become less reluctant. And if Washington becomes involved in a war in the remote, shadowy, the Hormuz Strait is the only way America's own industrial functioning. They may find with no choice.

**THE CITIZEN**

AUBURN, N.Y. SUNDAY, JANUARY 27, 1980



# ABC board seeks Wolcott's replacement

The Audit Bureau of Circulations is looking to hire and groom a person who will ultimately succeed its president and managing director Alan T. Wolcott.

Wolcott, who took over the head ABC post on October 21, 1960, is approaching his 65th birthday, and the ABC board has an executive search committee interviewing possible successors.

George Simko, senior vicepresident of Benton & Bowles and chairman of ABC's forward planning committee, is also the head of the search committee.

A list of 8 or 9 possible successors to Wolcott were presented to the ABC board of directors at a meeting recently and one board member said they are "all viable candidates."

"Alan wants to retire, but he has agreed to stay on if needed," the ABC board member said.

"Our hope is to find someone who can come in and work with Alan for a period of time," the board member said.

The board member said the search for a successor to Wolcott was recently intensified and that the search is "quite extensive," although most of the interviewing has been done in New York.

The ABC executive search committee, headed by Simko, is a subcommittee of the board of directors. This subcommittee will screen all prospective candidates before the names are presented to the ABC board.

E&P reported last fall that the Newspaper Advertising Bureau is conducting a search to come up with the eventual successor to its president Jack Kauffman. Kauffman confirmed this, but said his actual retirement will not come until 1981. The plan is to bring in someone who will be groomed to fill the position when Kauffman retires.

ABC has had only five managing directors since its inception. Russell Whitman served as managing director from 1914 to 1917; Stanley Clague from 1917 to 1927; Orlando Harn from 1927 to 1939; James Shryock from 1939 to 1960; and Wolcott from 1960 to present.

Wolcott was brought in by a special committee set up by the ABC board in 1954. He had previously been manager of media relations in the Marketing Services Division of General Electric Company.

Wolcott was elected a vicepresident shortly after joining ABC and was named executive vicepresident in 1958. He participated in all facets of ABC work, including several weeks with members of the field auditing team.

He was elected managing director in 1960 upon Shryock's resignation.

# Tab to compile job listings

A tabloid listing jobs culled from a week's issues of all area editions of the *Wall Street Journal* will be test-marketed next month by Dow Jones & Co.

Entitled tentatively the *National Business Employment Weekly*, it will market in New York and Chicago, the company said. Compiling all the classified ads together, the test tab will sell for approximately \$2.50 on newsstands.

Journal advertisers will not be charged when their classified ads are also included in the new publication, according to Dow Jones.

## Inland

(Continued from page 20)

employees.

"In no sense should your system specification be viewed on a rigid, all-or-nothing basis," he said. "Each vendor response will carry a price. The final evaluation has to be one that balances price against proposed performance, rather than one that addresses proposed performance exclusively."

Specifications written for a system also should clearly describe the newspaper's current and planned operational procedures, he said.

Some of those general points should include: number of editions and deadlines by editions; days published; annual advertising lineage by category of advertising, and the forecast for short and long term growth; annual news/editorial lineage and short and long term growth forecasts; average number of pages printed daily and Sunday; wire services and circuits subscribed to; peak period of advertising and news/editorial production load analysis.

Erma Bombeck delighted her listeners in a 20-minute question and answer session. She reminded them that 900 papers currently run her column and "for those of you who don't, may my children's unpaid orthodontic bills be on your conscience."

When one member asked if she preferred her televised Good Morning America spots to her printed columns, she replied, "There's nothing more exciting to me than that column. Television is such a visual thing that you can't leave anything to the imagination. In print you can manipulate, make them cry, laugh, and leave something to the imagination."

One publisher remarked afterwards that someone should get to the Phoenix Grey Line Tour Guide. "We went to Bombeck's house yesterday and the guide described her as a star on Good Morning America. He didn't even know she wrote a newspaper column."

EDITOR & PUBLISHER for March 22, 1980

# Here's the best small CRT/VDT table and chair money can buy!

You're looking at three versions of our NC 104 Stand-alone table. Use it wherever a CRT/VDT surface is needed—it's the toughest, most durable work stand you can buy. Top is 36" x 30"—26" high; available with casters, or glides, or special Plexiglas swivel.

The NC 104 is just part of the complete News Center 100 line of desks, cabinets and VDT wings. All are available in Formica wood grain or color, with matching decorator chairs. Buy what you need now... add more later and be confident it will all look great and work well.

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## NAPP

*Letterpress plates making headlines around the world.*



# Ad scene

By Dan Lionel

## Pending bill checks apartment ad frauds

The gyp apartment referral agencies who have fattened their wallets while mulcting desperate apartment seekers via the want ads (E&P, Dec. 1, 1979) will be routed from New York State if legislation just introduced at the behest of N.Y. Secretary of State Basil A. Paterson is passed.

The bill will make it a felony for apartment referral agents to collect an advance fee or to charge more than a month's rent and for failure to use a contract form required by the state enforcement agency. The bill also raises the license fee for such companies from \$25 to \$250 and requires an escrow account of \$5000 to take care of complaints in place of the previous \$100.

Violators of the fee or form contract would be punishable by one to four years of imprisonment and a fine which the Secretary of State himself could impose would be raised from \$1000 to \$5000.

For Mrs. Barbara Opatowsky, who heads the New York Metropolitan Better Business Bureau the pending legislation represents the culmination of a five year effort which has seen hundreds of complaints filed with her Bureau from

families who had been victimized by the referral agents who demanded fees ranging from \$50 to \$100 in advance for lists of apartments which either proved to be non-existent, uninhabitable or already rented. At their peak many of the referral agents ran full column ads under various company names in some of New York area papers. In some cases such ads dominated the apartment classifications until CAMs, alerted by the BBB as well as by direct complaints from readers, tightened the ground rules for such advertising, willingly sacrificing substantial revenue in the process. Some newspapers such as the *New York Times* never accepted these ads.

Elsewhere in the country CAMs have set up stringent acceptance codes by spot checking the existence of advertised apartments after requiring the agency to provide the name and address of the landlords. Several agencies were recently indicted for renting a few run-down, vermin ridden apartments which could pass the test of actually existing with the assurance that no one in their right mind would rent them. For CAMs the proposed legislation would eliminate

a major headache as well as the need to engage in a time consuming and costly procedure to safeguard readers in apartment scarce areas which include just about every major city. A number of CAMs told E&P they hope the N.Y. State bill will provide a model for their state.

"Elimination of the advance fee," Mrs. Opatowsky said, "should provide 99.9% of the answer to the problem. With such a requirement clients would finally get what they're paying for." Another aspect of the bill she particularly likes is that it appears readily enforceable. She noted that not all the referral agents practiced deception and basically, the service provided could be a useful one.

The scope of the problem was revealed by Paterson's office which acted after several days of open hearings during which countless witnesses testified. He said some 200,000 apartment seekers a year patronized the 50 licensed agencies which raked in between \$8 million to \$10 million per year in aggregate.

BBB executives figure the law would undoubtedly eliminate a substantial number of referral agents principally because the scarcity of apartments is so real that they could not generate honest lists. Randy Cohen, author of "Easy Answers To Hard Questions" in a recent Op Ed piece in the N.Y. Times summed up the current apartment seeker's dilemma which gave rise to the apartment referral business in the first place: "... The Housing Crush. It's extraordinarily difficult to find a decent apartment at a reasonable rent, and the situation is getting worse. Soon you'll be living in a pair of adjoining phone booths in a questionable neighborhood (\$850 a month, \$75,000 key money). You'll sleep standing up, equine style, but you'll have floor to ceiling windows."

## Okla. L-M dealers to Young & Rubicam

William A. Power, senior vice-president and manager of Young and Rubicam Detroit, has announced that Y&R has been awarded the Oklahoma Lincoln-Mercury Dealer Association account.

The Oklahoma group had previously been independent of the LMMA since 1954. Y&R is the first national agency it has ever appointed.

With the Oklahoma appointment, Y&R now has all of the LMMA groups—a total of 21.

## Name ad agency

The Springfield (Mass.) Newspapers, a member of the Newhouse Group, has appointed Belcher Advertising Associates, Inc. as its agency for design and production of national advertising and sales promotion.

EDITOR & PUBLISHER for March 22, 1980

**ONE Systems.**  
**We know newspapers**  
**like you know newspapers**  
**...from the front door to the back door.**



**We offer...**

- CLASSIFIED PROGRAMS
- NEWS PROGRAMS
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**...and the people**  
**to support them!**

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# Win a Xerox original.

Xerox ads have always been known for their originality. This time, you can show off yours. And win one of 50 T-shirts created for the occasion.

It's our perfectly serious way of reminding you that Xerox is a registered trademark of Xerox Corporation, and should only be used as a proper adjective, followed by a noun describing the particular product.

With that in mind, write the funniest, brightest, wittiest caption you can think

of, using the trademark correctly. We'll take all the entries, sit down one evening, and pick the winners. If yours is one of the funniest, brightest, wittiest captions *we* can think of, your T-shirt will be on its way. If it's the *best*, you might see it in our next trademark ad.

After all, if you keep our trademark on your mind, the least we can do is give you the shirt off our back.



**XEROX**



“

”

Caption \_\_\_\_\_

Cartoon Quiz, Xerox Corporation, Stamford, Connecticut 06904.

Name \_\_\_\_\_ Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_ Size (circle one): S M L XL

All entries must be postmarked by May 15, 1980; void where prohibited by law.

XEROX® is a trademark of XEROX CORPORATION



# Look for union label in LA Herald Examiner

By M.L. Stein

The *Los Angeles Herald Examiner* and local labor organizations have joined in an 18-month campaign to promote and support the paper in what is believed to be the first such agreement in American newspaper history.

Herald Examiner publisher Francis L. Dale said he expected the cooperative effort to boost the paper's circulation and advertising as the drive "opens doors for us in thousands of Los Angeles homes and businesses."

"We believe this to be the first agreement of its kind in the newspaper industry," Dale announced.

The plan was unveiled March 14 at a joint news conference held by Dale and William R. Robertson, executive secretary-treasurer of the Los Angeles County Federation of Labor, AFL-CIO, which has about 785,000 members and 400 local unions in the area.

The agreement came three days after Herald Examiner employees voted to accept a 3-year contract that will lift wages up to 57% over the 3 years. The contract also requires all workers to join the International Printing and Graphic Communications Union, making the Herald the only major newspaper in Los Angeles to operate as a union shop.

As a result, the newspaper will carry the union label for the first time since 1967, when the American Newspaper Guild and 8 other unions walked out in what was to become a 6-year strike and boycott. "This is a new day, forget the past," Robertson said. "This community needs two good newspapers to provide the balance we're entitled to. All of labor's resources will be utilized to do an educational job in this city."

Under questioning, Dale acknowledged that the union's pledge of cooperation in a Herald Examiner promotional campaign was a factor in the recent wage bargaining, but he said the union "made no commitment of financial support."

"It is not tradeoff," Robertson added, "but we wanted to see the Herald in a competitive position."

Both the Herald Examiner and the federation will name coordinators for the 18-month project. The federation will notify its members in the Los Angeles area of its endorsement of the paper and urge them to subscribe, Robertson said.

In addition, the federation has promised to launch a 3-month "education program" for its members, using direct mailing, brochures, posters, advertising, and promotion in union publications, recommending support of the joint venture. The newspaper and the federation

also will cooperate in multi-media appearances. The federation also will allow the Herald coordinator to appear at all local union meetings, conventions and shows to promote the newspaper.

Robertson said that advertisers with whom the unions deal will be advised that the Herald Examiner is now a union newspaper "no longer on the unfair list, and worthy of support."

Other aspects of the agreement:

1. Special subscription forms will be printed and made available to potential union subscribers.

2. For each 6-month paid subscription received as a result of the pact, the Herald will donate an amount to be agreed upon to a charity designated by the subscriber's local.

3. In certain circumstances, the newspaper will conduct a "sample circulation program" in which the daily paper would be enclosed in a promotional wraparound specifically edited toward union members. "We intend to do everything in our power to see to it that the Herald Examiner is supported by the Union movement in this area," Robertson declared.

The news conference was also attended by William Torrence, vice president of the International Printing and Graphic Communications Union, who said the international in Washington, D.C., "enthusiastically endorsed this innovative plan of cooperation". Torrence was chief negotiator for Local 773 in the

recent contract agreement.

Both union officials denied that the union would try to influence the Herald Examiner's coverage of labor stories as a result of the promotion accord.

"We absolutely believe in a free press," Robertson said. "We will not try to interfere with editorial policy in any way." Dale also dismissed the possibility of union pressure on the news side.

"There will be no interference," he stated. "We will maintain our editorial integrity." Dale was asked if the Herald Examiner had enough financial support from the Hearst Corporation to engage in a long circulation struggle with the *Los Angeles Times*, the leader in Southern California.

"We do," he replied.

"You won't run out of money?" the reporter followed.

"We won't run out of money," Dale said.


## 20th Century-Fox selects JWT

Twentieth Century-Fox has selected J. Walter Thompson Entertainment as the agency to handle the media advertising for its motion picture division, it was announced by Robert W. Cort, executive vicepresident of advertising, publicity and promotion for Fox. JWT will manage the account from both its Los Angeles and New York offices. The agency will be responsible for all media planning on Fox releases, as well as the placement of all national advertising and the dominant share of broadcast spot time around the country. In addition, JWT will handle special creative and marketing assignments on a project basis.



IN MILWAUKEE, the focus was on home and kitchen in mid-February as more than 28,700 people attended the *Milwaukee Sentinel's* 18th annual Home Improvement Show February 7-10 and 17,500 visited the *Sentinels* Food Fair and Cooking School February 13-14. As part of the fair, Diana and Paul von Welanetz, gourmet cooks, gave four cooking schools to more than 10,000 people. Both the food fair and the cooking school sessions were free. Attendance this year climbed 42% over last year's figure and some 45 exhibitors at 70 booths competed for the public's attention.

EDITOR & PUBLISHER for March 22, 1980



Expandability  
Flexibility  
Reliability

the Mycro-Tek front-end systems  
have three  
benefits you  
need for your  
newspaper.

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## TWO NEW ROUTES

### INCREASED PRODUCTION

The Letterflex PR2-120 machine produces 120 press-ready plates per hour with one operator and is ideal for large metropolitan newspapers where increased productivity and low manning are essential.

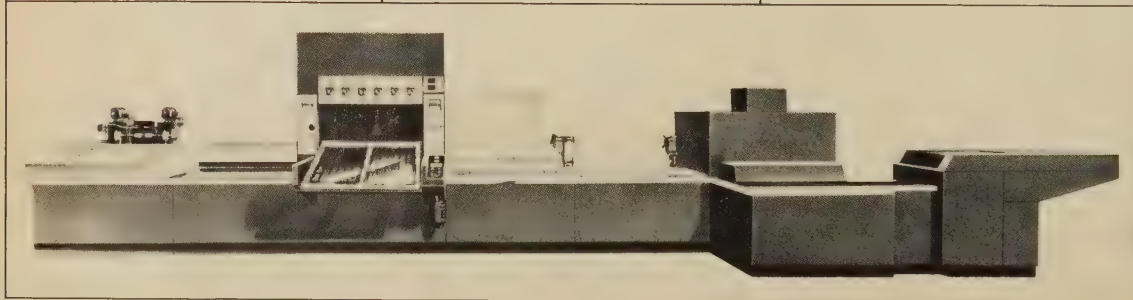
This automated machine minimizes operator negative handling; reliably produces 120 plates per hour; and allows for any number of duplicate plates chosen by the operator.

**120  
press-ready  
plates  
per hour  
with one  
operator**

The latest Letterflex machine incorporates a computerized logic system which allows for trouble-free operation and reduces maintenance. This new equipment is capable of handling either aluminum, steel or our new Polyfibrón substrate with both photographic negatives and laser masks.

The concepts in the new PR2-120 are available for retrofit to existing Letterflex 290A machines.

Higher productivity, in-line punch/ band/trim capability, cost saving polymer recycle; maximum flexibility, are all part of our continuing Letterflex engineering program to address the needs of large metropolitan newspapers.



# FOR THE '80'S: TO PROFITABILITY

## LOWER PLATE COSTS

Our new Letterflex Polyfibron plate has been called cost effective; technically ingenious and "operator friendly". The Polyfibron substrate is a unique paper-based platebacking, offered as an alternative to aluminum and steel substrates without any compromise in printing quality or plate durability. A number of lockups, including magnetic capability, are available for the Polyfibron substrate.

This new product was invented because of the continuing cost escalation on aluminum and steel which are vulnerable to high raw material and energy costs. The Polyfibron substrate is a technical invention that addresses the fundamentals of this problem.

**\$1.50 less  
per plate  
with  
Polyfibron  
substrate**

The savings with Polyfibron substrate are currently \$.44 lower than our aluminum or steel Letterflex plates—we expect this differential will increase significantly over the next several years.

The savings from Polyfibron are in addition to the economic benefits provided by the exclusive Letterflex recycle process where our customers pay only for the polymer used in the image area of the printing plate. Letterflex prices compare favorably with solid plate alternatives and offer per plate savings in the range of \$1.00 to \$1.50 depending on the substrate used.

Polyfibron substrate is another example of Grace's technology commitment to the newspaper industry.



W. R. Grace & Co., 55 Hayden Avenue, Lexington, MA. 02173



# DUMMY

(Continued from page 13)

"Reduction in errors is particularly valuable now that we are paginating our classified. DEC's CPMS (Classified Pagination Management) System allows us to set a full page of classified at a time—a great time and film saver over the old one column pasteup method. Using a Tektronix 4014 storage scope, the operator can manually move ads and classifications, and "lead out" columns. With this system, we can make changes up to 8:30 in the morning and go to press at 12:00. Also, appearance of the sections has improved greatly and we can build tighter pages, eliminating fillers."

Another major accomplishment is an automated circulation system. Formerly, each delivery start or stop was handled by five separate individuals—a process plagued with the possibility of error. Now the system is completely automated. The delivery change information, usually taken by phone, is input via terminal to the PDP-11/70 computer. After cross checking the customer address, the computer modifies the proper route list, so that updated information is ready for the nightly draw report and bundle cap printing, items produced on a high speed line printer.

Chris Meyers was eager to talk about DUMMY, since he had fathered most of

the Register-Guard innovations to the program.

"One of our goals in installing DUMMY was to achieve page savings. Have we achieved it? It's really hard to say. The computer can consistently produce tighter papers. However, it's the newsroom, not ad services that determines how tight the paper will be... we really don't control this factor."

"What DUMMY really does is save time. Operations are much faster, require less handling and changes are easier to make. Using the same data base for billing is a great time saver and reduces errors. And, as a byproduct, we get many useful reports. The salesman's report, for example, is simple for the computer to produce, but was extremely time consuming to do manually."

Marcia Leavitt and her Ad Services staff dummied the newspaper pages by hand before the new system was introduced.

"DUMMY is really a great system," Leavitt said. "I'd hate to go back to the old methods. We used to have one person drawing the dummy and two others making copies for distribution. Now one person can handle everything."

"I guess the real proof of DUMMY's effectiveness was in the handling of our 145-page Thanksgiving paper, the largest of the year. Everything went smoothly and we even got compliments from the newsroom!"

For the newsroom, the transition was more difficult. Copy editor Dave Emery recalled the details.

"DUMMY really caused an uproar in the newsroom when it was first introduced. Those printed dummies seemed much too small compared to our large yellow work sheets. For a while, we redrew each page. But it wasn't long before we decided to give the new system a try."

"I guess we're converted now. We'd still like bigger pages, but the printed dummies do have several advantages over the old system. For example, the new dummy spells out exactly how many column inches we have to work with—there's no measuring or addition. Also, changes can be made much faster. For example, a change that used to take half a day can now be made in minutes."

Chris Meyers also made some changes in the dummy to keep the newsroom happy. He slightly widened the pages and centered each page within the print-out area to allow more room for callouts and notes.

Another program Meyers helped institute for the newsroom is a spelling checker program. The program is essentially a dictionary of 20,000 words stored in computer memory. When a reporter finishes a story on his terminal, he types SPL. In approximately 2 seconds, the program determines the misspelled words, displaying them in bold face in the story copy.

The program was originally developed by ANPA and expanded to its current size and greatly increased speed by Meyers. In all, it takes 38 K of memory for the dictionary and 6 K for the program. The dictionary is self-expanding, automatically adding missed words to its already expansive vocabulary.

Leavitt sat down Monday at 11:00 AM to do the dummy of Wednesday's paper. Most of the ad data had been input from a VT 50 terminal in the ad services office, but in doing the dummy itself, she prefers to use a terminal in the data processing department where she can be near the line printer.

To assemble an edition, the Register-Guard uses a "Scheduling" command instead of the usual "Roster" command. This change, made by Meyers, keeps personnel comfortable by grouping the ads by classifications such as Sports, Oregon Life, Theatre, etc. Within General News, ads are grouped by ad size, i.e., number of columns.

Ad data is input from a 4-part sales ticket, color coded for each day of the week. To make data input easy, the screen duplicates ticket format to some degree, for example the first line is:

ad	act	col	in	mpd
(ad	(act	(no.	(no.	(multi.
no.)	no.)	(cols.)	in.)	page disc.)

The program that creates this display is one of approximately 40 data entry programs which Meyers calls format

(Continued on page 40)

EDITOR & PUBLISHER for March 22, 1980

## Collection Excuse #89

# “We'll pay you when we get paid”

Who cares when they get paid? You have a receivable that's been overdue for months. You could spend more time pursuing it, and you could turn it over to a standard collection agency and pay a fee of 25%, 33%, 50% or more. Or you could leave it to the Credit Bureau, Inc., the media specialists. CBI provides its subscribers a dependable BEST BUY collection service for a low 10% contingency fee. For more information contact CBI, Box 17022, Dulles International Airport, Washington, D.C. 20041 or call (703) 620-3700.

## Leave it to CBI!

Media Credit Specialists

# CBI

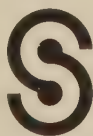
A Wholly Owned Subsidiary  
Of American Newspaper Publishers Association



## WE'RE NOW A CONTINENT CLOSER TO OUR EASTERN CUSTOMERS...

System Integrators keeps its commitments. When we promised full service and responsiveness to our Eastern customers, we meant every word of it. In March of 1980, SII opens its new support facility in Londonderry, New Hampshire. New customers and existing users alike can now take advantage of the complete support services that have made SII legendary in the West.

SII's text management systems have enhanced efficiency and cost effectiveness in seventeen of California's most prestigious newspapers. State-of-the-art hardware, rock-solid software, unique pre-installation training programs, hassle-free maintenance services, and the most productive R&D effort around. That's the package SII is bringing to the East. Look into it.



**System  
Integrators  
Inc.**

1820 Tribute Road, Sacramento, CA 95815  
Telephone (916) 929-9481

For further information and a copy of our annual report, send your request on your letterhead to System Integrators Inc., 1820 Tribute Road, Sacramento, CA 95815, Attn: Katie Costello.

Also, plan to visit our new facility at 2 Technology Park, Londonderry, New Hampshire 03053—(603) 669-4110—after March 1st.



## Layout system

(Continued from page 38)

files. Developed during the transition from keypunching operations, the display provides a form that is familiar and easy to fill in, and the program provides many data checks. For example, it checks to see if the account number is valid and that columns are not taller than the space allowed. In the case of DUMMY, such checks are already built into the program.

Leavitt's next task is to determine paper size. This calculation depends on the ad/news ratio which varies with the day of the week—Sunday being 70%; Saturday, 52-53%; and weekdays, approximately 63%. With the classified and display ad totals and proper ad/news ratio, DUMMY determined that Wednesday's edition would take 52 pages.

Next Leavitt obtained a computer listing of pickup, color, and series ads and headed for the pressroom for a conference to determine section breaks and color placement. Future DUMMY software for the Register-Guard newspaper will include a "press mapping" procedure embracing more than 26 different kinds of inputs for an imposition print-out. Back at her terminal, she entered the page assignments for the color ads.

In approximately one minute, the program created the format for the entire edition, showing what sections would appear on what pages, complete with the pyramid coding for each page.

Pyramid coding is built into the program; for example, all Sunday financial pages use simple stacking. However, coding can be changed manually at any time.

Another innovation by Meyers was a change in the basic stacking procedure. The program now allows ads to have news touching either top or side, and does not require both conditions to be in force simultaneously. Thus fewer ads are "buried" and the page has better visual impact.

With the format of the paper established, Leavitt is ready to do a BUILD—the program which performs the actual placement of each ad. For Wednesday's 52 page paper, this operation took 15 minutes—A Sunday sized paper of 100 pages would take 20 minutes to ½ hour.

At the end of the BUILD, the program told her that there were no unplaced ads and it specified the location of "competing" ads that were placed in "other than requested" locations. After determining that the computer selected positions were suitable, Leavitt then requested the printing of "GRAPHS" or miniature dummies of the newspaper pages. This

feature, developed by Meyers, has become a very useful tool for final manipulation of ads. For example, to find a particular ad, Leavitt merely enters the ad number and the program tells her what page it is on. If she wishes to move the ad, she "unsets" it and data (size, etc.) on the unset ad then appears on her screen.

Here are some of the changes that Leavitt made for Wednesday's edition. Moved postal "bug" forward. Oregon Life called and doesn't want as much room as usual. Remake page 31 to General . . . take out of Oregon Life. An error occurred in which 16 small ads were scheduled for the edition and only four should have been scheduled. She removed 12 ads and scattered the rest.

Through with the manipulations, Leavitt requested a new GRAPH and in seconds had a printout which she rushed to the news room for their ok. She was then ready to print out the larger size page dummies on the system line printer. With copies in hand for the news room and composing room, Leavitt had completed another edition.

We asked Chris Meyers about future plans for DUMMY. "DUMMY's been on-line since October of 1978 and we haven't made any serious changes in about 6 months. We've been letting people and procedures settle in. Now it's time to start on some new features. For example, we want to overlap operations, so that two editions can be worked on concurrently. At the present time, ad data can be input while a BUILD is going on, but two BUILDS cannot be executed at the same time. This is an easy change to make, since the original software is so modular and easy to work with.

"We're also working to make the BUILD interactive. Here are the changes we envision. When Leavitt enters series, double truck, and color ads, she will actually see them displayed on her VT 50 terminal. Thus, if there are any conflicts, they will be immediately obvious. Next, she will be able to watch the BUILD operation in action and stop it at any point to make changes.

"In BUILD, the program places one ad at a time, starting with large ads and working down to smaller ads. As each ad is set, she will see a new line blink onto the screen. Each line will consist of ad number, advertiser, slug, size, page, and a float indicator (if the ad has been moved to another classification). We're adding some new instructions, i.e., swap any two ads of the same size, swap two pages, or remove all ads from all pages. With a partial page displayed on the screen, she'll be able to see changes as they occur.

Meyers noted that all of the Register-Guard changes to DUMMY will be made available to Capital City Press, Baton Rouge, DUMMY's owners. At least some of the changes are sure to be incorporated in future program updates.

EDITOR & PUBLISHER for March 22, 1980

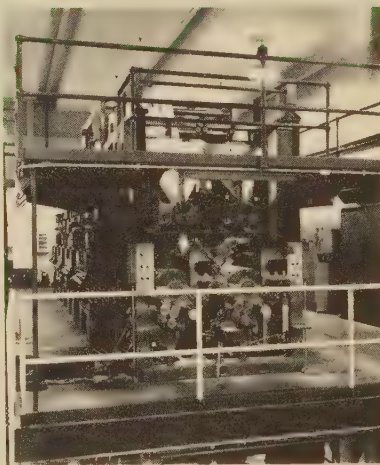
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### On printing presses.

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Many of the largest newspapers have Algrip on all walking surfaces. Accidents cost money.



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# There's one sure way to reduce the cost of silver photographic film.

## Don't use it.

With the Pyrofax Platemaking System from 3M, you won't have to. Because thanks to a unique technology, it produces press-ready offset plates directly from paste-up. Without silver halide film.

In the past, material costs for Pyrofax were pretty much the same as those for conventional camera systems. But lately, the price of silver has risen even faster than gold.

In fact, at current prices, the Pyrofax System can cut your costs by \$1.50 per page. And sometimes even more.

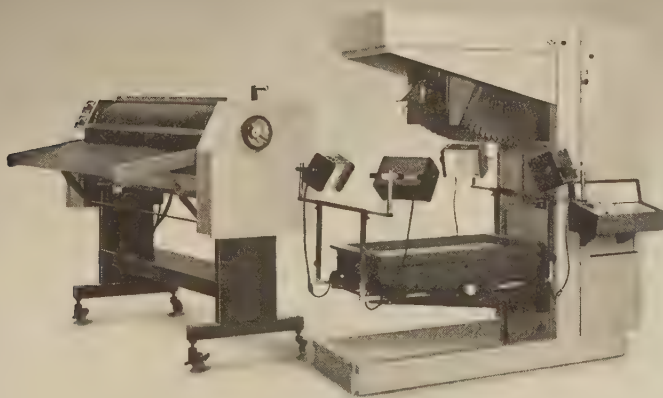
What's more, besides eliminating the need for plating and film developing, the Pyrofax System operates in normal room lighting. So you can locate it practically anywhere in your plant. And its faster than most silver cameras and processors for your offset plates.

You get as many as four press-ready plates (and/or paper proofs) from a single exposure. And with Pyrofax, you don't need a plate processor or plate diazo and developer. There's also a unique anamorphic lens option available. And best of all, overall speed is 50 or more single-page plates per hour.

Offset and direct film newspapers worldwide have already installed the Pyrofax System for more efficient platemaking. Maybe you should, too. Before the high cost of silver starts to tarnish your profit picture.

For additional information, or to arrange a visit to a Pyrofax installation in a plant like yours, write: 3M Pyrofax System, Printing Products Division, 3M Center/Building 220, St. Paul, MN 55101. Or better yet, call Lou Scutella, Pyrofax Marketing Manager, at (612) 733-4370.

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The silver-less system that saves you up to \$1.50 per page.

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# Newspeople in the news



Crouch



Forsberg



Dolman



Baxter

## Atlanta newspapers name four editors

Myra Forsberg was named feature editor of the *Atlanta (Ga.) Constitution*. At the same time, Paula Crouch was appointed entertainment editor.

Crouch will continue as Saturday Weekend Leisure Guide editor and will oversee tv coverage in addition to her new task. An alumna of the University of Georgia in journalism and mass communications, she joined the newspaper staff three years ago. She formerly was a reporter and assistant feature editor at the *Fort Myers (Fla.) News-Press*.

Forsberg, an alumna of University of

Florida in education, also came from the *News-Press* where she was an award-winning feature editor.

Tom Baxter has been named editor of the *Atlanta (Ga.) Journal's* newly created national desk, which will coordinate national and international news.

Baxter, who has been Perspective section editor for the Sunday section, the *Journal-Constitution*, for the past two years, had worked as a reporter for three years at the *Journal*.

A native of Montgomery, Ala., he worked for the *Montgomery (Ala.) Advertiser*, and *Columbia (Md.) Times* and the *Charleston (S.C.) News and Courier* before coming to the Atlanta newspapers five years ago.

Also promoted was Joe Dolman, a *Journal* staffer for the past nine years, to the city editor's post. Dolman will direct the coverage of state and local news. A reporter for the past two years on state and local law enforcement, he has also been copy desk chief and an assistant news editor.

A native of Tulsa, Okla., he began his career as a copy editor for the *Syracuse (N.Y.) Post-Standard*.



**EDITOR NAMED**—Richard B. Tuttle, an executive on the corporate news division staff of Gannett Newspapers, was named executive editor for the *Elmira (N.Y.) Star-Gazette* and *Sunday Telegram*. A former managing editor for the *Rochester (N.Y.) Democrat and Chronicle* since 1969, he was the first managing editor for the *Deer Park (L.I.) Suffolk Sun* before that.

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It's not a slogan.

It's our track record.

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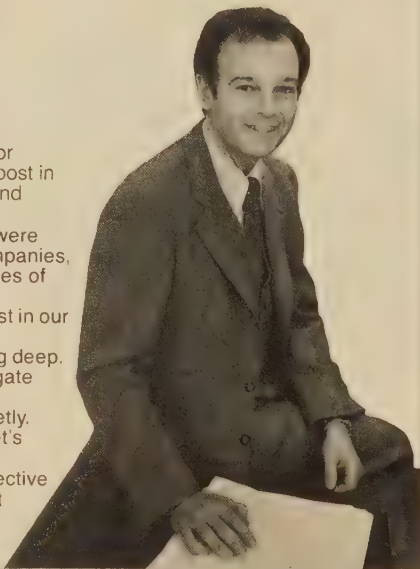
The executives we delivered were right for our clients, for their companies, and for the specific responsibilities of each position.

Our clients tell us we're the best in our field.

We know where to look. We dig deep. We sift meticulously. We investigate thoroughly.

And we do it all very, very quietly.

If you seek a key executive, let's discuss why our search and recruitment will be your most effective way to get the person who's right for you.



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ORRIN R. TAYLOR, 82, who has been connected with newspaper publishing for more than 70 years and is a former co-publisher of the *Archbold (Oh.) Buckeye*, was given a three-way honor at the 47th annual Ohio Newspaper Association convention. He received the Governor's award, the ONA President's award and the ONA's Length of service award.

\* \* \*

LYNN L. ASH, executive editor of *The Rock Island, (Ill.) Argus*, retired February 29. He served for 45 years.

\* \* \*

EUGENE L. WARD JR., editor of the *Daily Torch*, published during the 1980 Winter Olympics at Lake Placid, was named a vicepresident in charge of sports-oriented and other accounts for P.R. Associates, a New York public relations firm. Ward for many years wrote "A Ward to the Wise," a *New York Daily News* and *Chicago Tribune* Syndicate column.

\* \* \*

JAMES C. GOODALE, former vicechairman and general counsel for the New York Times Company, was named a member of the firm, Debevoise, Plimpton, Lyons and Gates, New York.

\* \* \*

PETE O'ROURKE, a regular member of *New Brunswick (N.J.) Home News* sports staff for 35 years has called it quits.

EDITOR & PUBLISHER for March 22, 1980

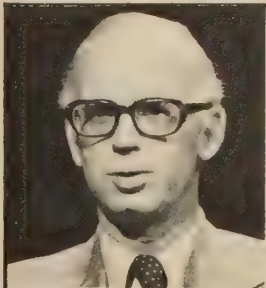


**RECEIVES AWARD**—Robert C. Ballantine, ad director for the Worcester (Mass.) *Telegram and Evening Gazette*, will receive the 1980 Worcester Area Advertising Club Award for Professional Excellence on April 23 at a dinner in the Sheraton-Lincoln Inn, Worcester. Formerly the Silver Medal Award, the medal is awarded every two years. Ballantine for the past 26 years has worked in various ad posts.

DENIS ALBRIGHT, manager of placement and development for Gannett Newspapers, was appointed assistant director of personnel for Gannett Rochester Newspapers.

WILLIAM A. KIRKLAND JR., was named publisher of the *Charlottesville* (Va.) *Daily Progress*, succeeding J.D. Swartz who continues as president of the *Daily Progress* and the *Lynchburg* (Va.) *News and Daily Advance*.

TED RILEA, assistant labor relations manager for the *Minneapolis* (Minn.) *Star and Tribune*, was promoted to labor relations manager.



## BRODER

Election campaigns reveal the changing character of America when viewed through the reporting of Pulitzer Prize winner David S. Broder of the *Washington Post*.

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20071

JAMES A. CUTIE, research and promotion manager for Gannett Newspaper's Manhattan-based national sales operation, joined the New York Times Company as research project manager, media/marketing research services department.

VAN ANDERSON, 36, ad director for the *Topeka* (Kans.) *Capital Journal*, was named general manager of Capper Division of Stauffer Communications, Inc.

WILLIAM H. THOMPSON III was named associate managing editor and STEPHEN FORD, editorial page editor for the *Wilkes-Barre* (Pa.) *Times Leader*.

JAMES M. HILDRETH, 36, former chief economics correspondent for United Press International, was named to the economy reporting staff for Newhouse News Service.

GREGORY THORNTON, director of industrial relations, was elected a vice-president of the *New York Daily News*.

Harte-Hanks Communications, Inc., announced these promotions: JAMES E. BARNHILL, 48, to publisher of the *Yakima* (Wash.) *Herald-Republic*; HARRY J. BUCKEL, 35, to publisher of the *Ypsilanti* (Mich.) *Press*; M. MARVIN JOHNSON, 50, to publisher of the *San Francisco* (Calif.) *Progress*; JOSEPH A. COCOZZO, 37, to president of *San Diego* (Calif.) *Urban Newspapers*, and E. DAYTON PIERSON, 44, publisher of the *San Diego Sentinel*.

STAN STAMPER, publisher of the *Hugo* (Okla.) *News*, was named to the Oklahoma Aeronautics Commission.

RUTH D. GERSH, 26, of the Associated Press, Richmond (Va.) bureau staff for two years, was assigned as AP staff correspondent in Norfolk, W. Va.

MIKE HOMCO, news editor for the *Wabash* (Ind.) *Plain Dealer*, was named news editor for the *Galesburg* (Ill.) *Register-Mail*.




**APPOINTED**—Michael W. Millican, 33, supervising editor of business news for the past two years, has been appointed AP business news editor. He succeeds Louis Uchitelle who has accepted an assistant financial editorship at the *New York Times*. Millican is being replaced by Stephen M. Brown, news staff.

DR. TOMAS RIVERA, chancellor of the University of California, Riverside, and DR. ALFRED E. OSBORNE, JR., assistant dean, Graduate School of Management, UCLA, were elected to the board of directors of The Times Mirror Company.


ROBERT TERMOTTO, formerly of Newsday, Inc., was named general manager for Connecticut Newspapers, Inc., and JOHN COLLINS, a former senior auditor for Times Mirror Company, was named controller.

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the nation's 6th largest.  
Buy Worcester ...  
most advertisers do.



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Daily 144,259 Sunday 108,209  
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## 18,000 readers send congrats to Olympians

"Dear Linda Franneyanney . . ."

That's how second-grader Sonja Bupp of Bedminster, Pa., started her letter to the Olympic figure skater Linda Fratianne. In the letter she told the silver medalist about her own backyard skating pond and concluded with "I loved your performance a lot!"

Sonja was one of 18,008 readers of the *Allentown (Pa.) Morning Call* who got the satisfaction of sending a personal thank-you to members of the U.S. Olympic team by way of the newspaper's "Olympic Gold" promotion.

The promotion started following the closing ceremony. The *Call* printed a thank-you coupon that provided room for a congratulatory message, thus getting readers in on the action. But no one expected such an overwhelming response.

Some readers gathered dozens of signatures from co-workers and neighbors. Others wrote long letters of appreciation. Children sent handmade greeting cards and entire schools produced scrolls with as many as 600 signatures.

The tally mounted daily, with counting and coverage handled by *Morning Call* news assistant Rick Mark.

As promised, The *Call* has forwarded all the letters to the U.S. Olympic Committee which, through its information office, will redirect the letters to individual athletes and coaches.

As a thank you to the 18,000 readers, The *Call* printed a double-truck souvenir poster wrapped around its March 7 edition. With the poster were two full pages of readers' names. The listing continued through March 10, taking the equivalent

of nearly nine broadsheet pages.

The idea of printing all the names or readers who responded occurred to *Call* executive editor Stan Felder and managing editor Roy Heffelfinger several days after the promotion began. Although there was no official resistance from top management, the idea was not without its critics.

"I'm sure some saw it as a waste of space," Heffelfinger said. "I saw it as a community event. How else could the Lehigh Valley get together to express itself on something like this? We could help them to do it, and by printing the names we could also provide a sense of community."

Heffelfinger added that he thinks The *Call*, as many other papers, often seems divorced from its readers. "If we are to be a true community paper," he said, "then this kind of thing is part of our service."

## Deaths

HUBERT C. HERDER, 63, president, St. John's Publishing Co. in St. John's Newfoundland; February 10.

\* \* \*

ROY J. HARRIS, 77, a former *St. Louis (Mo.) Post-Dispatch* reporter who won a Pulitzer Prize in 1949 for exposing political corruption; February 20.

\* \* \*

JOSEPH J. CALHOUN, 70, a newspaper librarian for more than 30 years, former librarian for the *Philadelphia Inquirer* and prior, the *Philadelphia Record*; March 3.

\* \* \*

MAHLON NEILL WHITE, 73, publisher of the *Clinton (Mo.) Daily Democrat*, *Clinton Eye* and *Warsaw (Mo.) Benton County Enterprise*, columnist and writer, March 16.

## NIE reps in Fla. form association

Representatives of newspapers from throughout the state of Florida recently attended a meeting in West Palm Beach which formed Florida Newspaper In Education Coordinators (FNIEC).

To date, FNIEC members are: *Boca Raton News*, *Bradenton Herald*, *Cocoa TODAY*, *Fort Lauderdale News/Sun Sentinel*, *Fort Myers News Press*, *Fort Pierce News Tribune*, *Florida Times-Union* (Jacksonville), *New York Times Affiliated Newspaper Group*, *Palm Beach Newspapers, Inc.*, and the *Tampa Tribune and Times*. All Florida newspapers with a Newspaper In Education (NIE) program or an NIE coordinator are eligible for membership to FNIEC.

At this meeting FNIEC bylaws were drafted and adopted and the officers elected. The officers of FNIEC are: president, Linda Gallucci (Palm Beach Newspapers, Inc.), vicepresident, Sara Hoffner (Boca Raton News), recording secretary, Dorothy Horrocks (Fort Lauderdale News/Sun Sentinel), corresponding secretary, Judy Jones (Tampa Tribune and Times), and treasurer, Caroline Charbonnet (Florida Times-Union).

The group determined that the objectives for FNIEC should be that NIE is a non-competitive program whose overall goal is newspaper reading and to encourage the use of the newspaper in education. Linda Gallucci, president of FNIEC said, "this organization should prove a unifying state force to further the awareness and development of all NIE programs."

Working in cooperation with the Florida Department of Education and the Florida Press Association, FNIEC has planned several statewide NIE projects for the coming year, the first being "Election 1980."

## Trib Co. to sell insurance company

The Chicago-based Tribune Company announced last month it has agreed to sell all stock of a subsidiary, Tower Life and Accident Insurance Company, to Firstmark Corporation Buffalo, New York. The sale is subject to the approval of the Illinois Department of Insurance. No sale price was disclosed.

Tower Life and Accident is licensed to do business in 19 states and offers a wide range of life, annuity, disability and accident and health coverages. It has assets in excess of \$10 million and provides insurance coverage to approximately 228,000 policyholders.

Stanton R. Cook, Tribune president and chief executive officer said the sale of Tower Life reflects the company's desire to concentrate its operations in the field of communications.

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## RANDOLPH C. NEELY

Mr. Neely died in Toronto on March 7th following complications resulting from surgery. He was 64 years old.

He was born in Atlanta, Georgia and received a degree in Economics at the University of Georgia.

He began his career at International Paper in 1938, beginning as a Sales Apprentice with International Paper Sales Company Inc. (IPSCO) in Atlanta, Georgia. He progressed to the position of Western Representative of IPSCO. In Chicago and in 1955, came to Montreal as Assistant to the President of IPSCO.

In 1959, he was named Vice-President of IPSCO. and President in 1961. He was appointed Vice-President, Market Development of Canadian International Paper Company in 1972.

Upon retirement in 1977, Mr. Neely moved to Orton, England, an area he loved, situated close to the Cumbrian lake district. Mr. Neely will be remembered by his friends for his dedication to the newsprint industry, his keen interest in the outdoors, and the warmth of his personality. He held memberships at the St. James's Club and the Mont Bruno Golf Club.

He is survived by his wife Adrienne, his four daughters and son.

# Study finds most shoppers rely on ads in newspapers

Although shopping habits were shown to be more important in drawing consumers to a particular retail outlet, a study has shown that newspapers dominate the advertising marketplace as the source most often used by shoppers seeking information.

The study, conducted in the summer of 1977 by Elizabeth Hirschman of New York University and Michael Mills of the University of Southern California, shows that in two test cities, newspapers ranked far ahead of radio, television and direct mail as an information source used for retail shopping trips. The findings were published in the *Journal of Advertising Research*.

The survey utilized a sample base of 999 randomly selected consumers, 500 in one city and 499 in another. Neither city was identified except by location in the southeastern region of the U.S.

The finding that most shoppers rely on habit as an information source in retail shopping trips "suggests that only a limited number of persons, generally less than half, engage in what consumer behaviorists term 'active search' when making retail shopping trips," the study concludes.

"That is, less than half of the target market reports engaging in any external information search prior to making a shopping trip. Most appear to be acting out of habit or . . . 'routinized response behavior,'" the study continues, "This finding is important for retail advertising managers because it indicates that their promotional efforts may be restricted in potential effectiveness to less than half of the target population."

The study says, "Among the remaining information sources utilized by consumers, newspaper advertising, a retailer-controlled source, holds the largest share of mentions. Almost 39% in both cities named it as a usually used source, and approximately 35% in city A and 43% in city B named it as a last used source."

The study points out that newspapers possess three attributes not found in any other mass medium: a visual image of the product; a physical record of the product that may be carried as a reminder or shopping list; advertisements for similar products carried by competing stores allows a consumer to comparison shop before embarking on a shopping trip.

"These characteristics peculiar to newspapers make them very useful to those persons engaged in active search for products, and may be even more important to their popularity as an information source than their historic role as vehicles for retail advertising," says the study.



**DESK CLUTTER**—There is an air of excitement in the advertising department of the *Evening Post and News and Courier* in Charleston, S.C., as the first of April approaches. It is, however, excitement tinged with a note of sadness that is associated with the retirement of Carl W. Pollock, veteran Post-Courier advertising director. The excitement is focused upon Pollock's desk. Few, if any, living employees of the two newspapers have ever seen the top of Pollock's desk. As far as anyone can remember, Pollock's desk has been stacked high with papers, brochures, booklets, pamphlets, folders, reports, charts and a variety of other material since the early middle 1950s. Pollock will wind up a career with the Charleston newspapers on March 31 that spans the 38-year period from 1942 to the present. People who deal with Pollock have never ceased to be amazed at his ability to pluck a piece of paper, or a brochure, or a report or something else out of those massive piles on his desk.



## Hague, Curtis & Company

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Ron Curtis & Company

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## Press freedoms

(Continued from page 10)

successful effort to help reestablish *La Prensa* in Nicaragua after Somoza destroyed its plant.

Yes, a people program is more effective than a financial give-away, but governments still must help.

The United States has learned its mistake of channeling its assistance through multinational lending agencies and getting little or no credit from the recipients.

As Don Bohning, Latin-Caribbean editor of the *Miami Herald*, so expertly explains:

"Cuba by sending five doctors to a country gets more propaganda mileage than the U.S. gets by sending \$5 million to the Caribbean Development Bank."

Most of the Caribbean nations suffer great poverty. We have got to give these people a better life. The media of the U.S. and all the nations in the Caribbean basin should be in the forefront to make this commendable cooperative effort a success. If we don't you know who will.

As for the outlook for press freedom in the Western Hemisphere, it is easy to feel discouraged by violent events in so many countries. But long-range there are reasons to hope for better times.

The most encouraging development has been increasing cooperation between Latin American countries, a growing awareness that self-help and mutual assistance in times of need is the only sure road toward economic development and political stability, with all that this means in terms of civil and human rights.

We should feel particularly encouraged by the attitude of the Andean Bloc nations. They have declared in most emphatic terms that Western democracy is the only form of political and social system that will ensure a future of well-being and freedom in Latin America. And the Andean Bloc has not stopped there. It also has taken action.

Using great tact and wisdom, leaders of the Andean Bloc have sought to bring political stability to Bolivia. They have tried to mediate between extremes in El Salvador. I feel also that the existence of the bloc has been a contributing factor in Peru's planned return to constitutional government.

Several other countries—particularly Venezuela and Mexico—have extended a helping hand in the reconstruction of Nicaragua, and Venezuela is a powerful partner in assisting the newly independent nations of the West Indies.

All this, I feel, is symptomatic of a healthy awareness of the great need for unity and cooperation among Latin Americans.

The commendable goals and achievements of the Inter American Press Association are widely recognized, not only

in the hemisphere but throughout the world.

There are still far too many people unfamiliar with our efforts to maintain freedom of expression in lands where our adversaries would diminish this basic right.

Communists and certain government propagandists have branded the IAPA as a CIA cover, an agent of imperialism and a group only interested in safeguarding its own properties. In the past we also have been accused of being agents of Moscow.

Those who have watched the IAPA for two score years fighting to keep the media free of government control know better.

No script that I could write tells our purpose better than a letter sent me recently by an Asian newspaperman.

It is one of the most challenging letters I ever received.

I do not mention his name or country because he could face harassment or jail for expressing his views.

"I have a feeble feeling," this journalist writes, "that there is a solution to the kind of professional problems that we journalists face in this country."

"If I am not mistaken, the duty of a newspaper is to keep its readers informed. It also has the responsibility of educating the readers on vital national and international matters."

"I have doubts that my newspaper is performing the job of informing, educating and giving unbiased coverage of events to the readers."

"Day after day we on this newspaper confine ourselves to churning our government handouts and there is little we can do about it. Individual members of the staff are responsible for anything they write in this newspaper against the military government. Even editorially, we are forced to fall in line with official stance."

"Working under such seemingly impossible conditions, I genuinely feel that I have failed as a newsman. I have failed my readers as well as my country."

"I know I am guilty of writing biased stories, and articles which resemble Goebbels' propaganda tactics."

"After years in this business of publishing government directives, I am beginning to wonder if this is the kind of journalism practiced all over the world."

"How do I know this is not correct? How do I define a free press? How do I define myself as a journalist?"

"How do we equip ourselves with the capability of producing newspapers worth reading? Does the World Press Freedom Committee have any remedies for the kind of journalism which is fast emerging here and in many Third World countries?"

I wish this letter could be read by every newspaperman.

Similar situations are few in the West-

ern Hemisphere at this time—outside Cuba and Haiti—but it should give the IAPA members an incentive to fight to make certain others are saved from the despair of this Asian journalist.

Newsmen become mere puppets of government when they have no freedom to express their thoughts. People denied a free press are subjects of a nation, not citizens.

We must involve more of our employees in this IAPA effort. They have a stake in the outcome of every battle we undertake.

It has been heartening to see more and more members bring their editors and reporters to our meetings. It is a good investment.

And when you return to your offices, you should do what many of us do—brief your key people on the highlights of our discussions.

If they know more about what is happening in the hemisphere, you will find them giving greater attention to Latin American and Caribbean news developments, and they will better understand our concerns.

We are in one of the most crucial periods of our lives. There are tensions at home and abroad, which daily disturb our minds and our hearts.

We worry about the future of our families, our nations and our world amid terrorism, anarchy, hostage-holding, assassination, corruption and hatred among peoples.

Truth is a most important element in this confused era, for misunderstandings and misconceptions, many intentionally created by propaganda machines, have led to much of the turmoil we are experiencing.

Governments that control their media distort and suppress news to fit their political needs. Only a free press and an informed public can provide the truth.

Propaganda stirs controversy and hatreds. Truth removes them. This has been so evident in UNESCO debates in recent years.

I never will be a complete pessimist. We have been through crucial periods before and our resilience has amazed us. We have no intention of letting our antagonists wear us down or wear us out.

It is well to remember that it is not the people who want a controlled media; it is the despots who rule those people.

The IAPA espouses a free press for all people; it is dictatorial governments that would deny this inalienable right.

Those governments fear the truth. The people would welcome it.

Let there be no question about our purpose and dedication.

## PR exec retires

John E. Sattler will retire from Ford Motor Co. April 1 to form a public relations counseling service, called Sattler International in Bloomfield Hills, Mich. EDITOR & PUBLISHER for March 22, 1980

# Another Flint First



Flint  
ink

## Bulk delivery of web offset color inks to newspapers

When the Detroit Free Press opened its new \$50 million plant recently, their web offset presses started rolling with Flint Inks—bulk-stored in five colors and bulk-delivered. The new system designed by Flint Ink, includes five 2,500-gallon tanks and three 10,000 gallon tanks for black, and a specially constructed, five-compartment insulated stainless-steel tanker to deliver the bulk-offset colors. It marks a first in the industry and a big stride forward in the paper's 57-year history of news ink bulk handling, all of it with the Flint Ink Corporation. Advantages of the system include regular deliveries, the

convenience of having a regular supply of ink available, elimination of handling and storage requirements, and cost economies in price per pound of ink.

Flint Ink's contribution to this ultra-modern plant, along with its half-century relationship with the Detroit Free Press, are typical of Flint's growth through better quality, better service and advanced technology. Can *your* printing be done faster and better? Ask Flint.

**Flint**  
ink  
CORPORATION

Corporate Headquarters: 25111 Glendale Avenue, Detroit, Michigan 48239



# NIOSH to test eyesight of VDT employees

By John Consoli

The National Institute of Occupational Safety & Health (NIOSH) is planning a major study at the Baltimore Sunpapers on the ophthalmological effects of video display terminal use on employees.

The study by NIOSH was requested by the Sunpapers' unit of the Washington-Baltimore Newspaper Guild and is the second major VDT study to be undertaken by NIOSH in recent months at the request of local unions.

Field work on a comprehensive VDT study at the *San Francisco Chronicle* and *Examiner* and the *Oakland* (Calif.) *Tribune* was completed by NIOSH in January and the results are expected by mid-April. That study was initiated at the request of the Bay area's local Guild and typographical units and a third union.

The Bay area study, however, did not include eye examinations of employees to determine whether or not VDTs have an adverse effect on vision.

In the Bay area study, VDTs at the newspapers were tested to measure levels of radiation emission. In addition, air samples were taken to check the level of chemical contaminants around the

VDTs and physical characteristics of the work location were checked.

Bill Murray, NIOSH radiation chief, called the Bay area VDT study the "most comprehensive ever done."

The NIOSH study at the Baltimore Sunpapers is not expected to get under way until early 1981, according to Dr. Shiro Tanaka, who is in charge of the study.

Dr. Tanaka conducted a "walk through" survey of the Sunpapers in early January and plans to meet with representatives of the Guild and management in the coming weeks to work out details of the study.

"It will involve hundreds of examinations," Tanaka said.

Robert H. Kavanaugh, vicepresident and general manager of the Sunpapers, said similar tests of the papers' employees were conducted by the Occupational Safety and Health Administration and by physicians from Johns Hopkins Hospital over the past several years and no adverse effects were found to exist.

NIOSH was asked to conduct the study in Baltimore by Mary Knudson, who chairs the health and technology committee of the Sunpapers Unit of the Washington-Baltimore Newspaper Guild.

She said that a survey she conducted showed "a high rate of complaints" by VDT users about irritated eyes, blurred vision and headaches.

Knudson also stated that one Sunpaper copy editor has developed cataracts and a reporter was diagnosed as having a pre-cataract condition. Both, she said, worked on VDTs and both are "well below the age at which cataracts generally develop."

Knudson said the reporter's eyes were examined and the pre-cataract condition diagnosed by Dr. Milton Zaret, a New York ophthalmologist. She said two other ophthalmologists confirmed Zaret's findings, but they declined to give the cause. A third ophthalmologist has disputed both the diagnosis and the cause.

Kavanaugh said the Guild's contention about the adverse effects of VDTs on the operators is "old stuff." He said each time management was made aware of the contentions, testing was done.

"Doctors from Johns Hopkins found no relationship whatsoever to VDTs and cataracts," Kavanaugh said. "Their testing found no correlation between cataracts and VDTs."

NIOSH conducted an ophthalmological study at the *New York Times* a few years ago and found no relation between VDT usage and cataracts. The Guild has contended that this study was not comprehensive enough. The study scheduled for the Sunpapers will be a more comprehensive ophthalmological test, a NIOSH official said.

Tanaka said the study will involve two groups of employees—one of persons who work full time on VDTs and a "matched control group" of persons who have never used VDTs. Employees from several departments will be examined.

Tanaka said if a large enough group who have never used VDTs cannot be found at the Sunpapers, NIOSH may seek to test non-VDT users at another newspaper.

Knudson, a medical writer for the Sunpapers, said 228 of the 282 full time employees use VDTs in the newsroom. She said 32 of 142 full time and all 49 part time ad employees use them. She added that 62 circulation employees work on VDTs and all 254 composing room employees use them.

Kavanaugh said he welcomes the NIOSH study. As for the Guild's contention that VDT's irritate eyes, he said, "It's the same as people who watch too much television. Their eyes get tired too."

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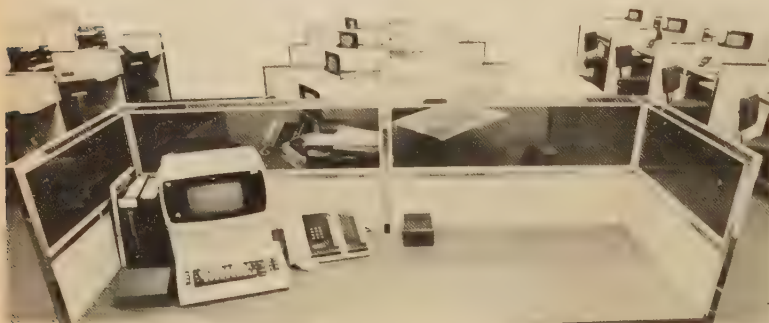
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## Mass communications center in Seoul

A 21-story mass communications center, costing over \$50 million, is planned in Seoul, Korea by *Joongang Daily News* and Tong-Yang Broadcasting Corp. Ltd, a subsidiary of the Samsung Group. Construction is scheduled to begin in September 1981 and be completed three years later.

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# Blue Chip has profit plan for Buffalo News

**Blue Chip Stamps**, which owns the *Buffalo (N.Y.) Evening News*, attributed its 1979 earnings gain over 1978 "primarily to inclusion of the results of operation of the steel products business in this year's figure."

The company did not make available separate earnings figures for the *Buffalo Evening News* but said "further losses sustained" by the newspaper in 1979 "substantially offset this earnings increase."

Blue Chip's chairman, Charles Munger, commented the *Evening News*'s losses resulted from a number of factors including "competition, litigation, increased depreciation, buyout programs . . . a lot of extraordinary expenses."

Munger said Blue Chip's annual report for 1979 which is due out next month will discuss the company's plans to make *Evening News* profitable.

"We will never sell the News!" he stated. "We think operating results for the paper will be much better next year, and we're by no means discouraged by the fact that the paper's been losing money. We intend to turn things around by running the best newspaper possible."

Blue Chip's net income for 1979 was \$15.5 million including \$1.2 million gained from the sale of securities. Its 1979 revenues totalled \$199.2 million. In 1978 the company had \$145.9 million in revenues and a net income of \$14.3 million with \$727,000 gained in the fourth quarter from the sale of securities.

For the fourth quarter, net income was \$7.8 million in 1979 compared to \$8.1 million in 1978 which includes the securities gain. Revenues in the fourth quarter were \$73 million in 1979 and \$55.2 million in 1978.

The *New York Times Company* stated its earnings for the year and the fourth quarter in 1979 reached record levels.

Net income for 1979 \$36.4 million from revenues of \$653.1 million. In 1978 when an 88 day strike shut down the *New York Times* newspaper, net income was \$15.6 million from \$490.6 million in revenues. The *Times Co.* had \$11.6 million in net income and \$184 million in revenues in the fourth quarter of 1979. 1978's fourth quarter showed a net income of \$2.5 million after a tax benefit of almost \$2.9 million.

The *New York Times* newspaper had an operating profit of \$27.4 million in 1979 from revenues of \$394 million. For the fourth quarter of 1979 its net income was \$8.8 million from \$111 million in revenues.

In 1978 as a result of the strike, the

*Times* lost \$12.5 million and had \$265.9 million in revenues. The paper lost \$6.6 million in the fourth quarter of 1978 with revenues of \$59.1 million.

In other newspaper operations, the *Times Co.* reported an operating profit in 1979 of \$9.6 million compared to \$9.8 million in 1978. Revenues from regional newspapers in 1979 reached \$41.4 million versus \$36.8 million in 1978.

In the fourth quarter of 1979 regional newspapers for the *Times Co.* showed an operating profit of \$2.9 million compared to \$3.01 million in the fourth quarter of 1978. Revenues for the fourth quarter for regional papers were \$11.8 million in 1979 and \$10.2 million in 1978.

Net income and revenues of **Tribune Company** set records in both the year 1979 and the fourth quarter, said Stanton R. Cook, president and chief executive officer. It was the first year in which the company's revenues exceeded \$1 billion.

Net income for the year was \$70,121,000, an increase of 22 percent over 1978 net income of \$57,554,000. Total revenues were \$1,114,543,000 in 1979 and \$966,537,000 in 1978, a gain of 15 percent.

Fourth quarter net income was \$26,680,000, up 30 percent from the \$20,579,000 earned in the corresponding 1978 quarter. Fourth quarter revenues rose 17 percent to \$309,413,000 from \$264,245,000 a year earlier.

The new high in consolidated earnings reflected strong performances by the company's newspaper and newsprint/forest products groups, Cook stated.

**Affiliated Publications, Inc.** has declared 1980 will be a year of acquisition and diversification as it seeks to become a major media company.

"1980 should be a good year for both the *Boston Globe* and our broadcasting subsidiary, *Affiliated Broadcasting*," president W.O. Taylor stated. "From an acquisition perspective we hope to continue to diversify into other media related businesses throughout the year."

"We want to plot our own course and remain within our capabilities," commented William Boyce, an *Affiliated* vicepresident. "We're in no hurry to jump into a particular industry just because it's the thing to do."

Boyce said the type of newspaper which *Affiliated* wants to acquire is "considerably bigger" than the *North Adams Transcript*, circulation 13,000, which the company sold for \$5 million cash to *Ingersoll Publications*. He added that *Affiliated* had "looked seriously" at purchasing the *Hartford Courant* which *Times Mirror Company* acquired for

\$106 million.

"We liked the size of the *Courant*," Boyce remarked "but we wanted it at a price between *Capital Cities*'s offer of \$72 million and \$100 million. For us to pay \$100 million we would have had to leverage to such an extent that the risk to *Affiliated* wasn't worth it."

Cable television and software suppliers are two other types of media businesses which are attractive to *Affiliated*, Boyce said.

"We haven't found anything in cable that's a perfect fit with our operation," he observed.

The company is also awaiting FCC approval of its acquisition of *WHY* am & fm in Springfield, Mass. which will give it five am and five fm stations.

In February, *Affiliated* will institute format changes in the *Boston Globe* to make the paper more readable.

"We have plenty of leverage to increase our debt capacity" Boyce stated. He noted that *Affiliated* has projected it will "generate an excess of \$6.5 million over and above our needed capital in 1980 which we can use for other purposes."

Boyce announced *Affiliated*'s 1979 earnings will be \$3.10 to \$3.15 per share on 3.4 million shares and that additional earnings of \$0.55 to \$0.65 per share from the sale of the *Transcript* will raise 1979's total earnings per share to approximately \$3.70.

*Affiliated* has approved a 3 for 2 stock split as of February 14 which will increase outstanding shares to 5.15 million. It raised quarterly dividends from 20¢ to 24¢ which when adjusted for the split will be 16¢ per share per quarter.

Already being traded on the *Montreal and American* exchanges, *Quebecor, Inc.* has become listed on the *Philadelphia Stock Exchange*.

Pierre Peladeau, *Quebecor*'s president and publisher of the *Philadelphia Journal*, said his company's stock being traded on the *Philadelphia* exchange was "proof of the confidence we have in this city. We did it to have people here get stock easily and give them a chance; to come in with us and feel part of the family."

*Quebecor*'s net income for the first quarter ended December 31, 1979 was \$1.7 million (Canadian) compared to \$144,000 for same quarter the previous year. Sales for the quarter were \$47.7 million versus \$40.7 million the year before.

Earnings per share including extraordinary items \$0.84 for the first quarter ended December 31, 1979 and \$0.29 for the previous year's first quarter.

**Gannett Co., Inc.** directors declared a regular quarterly dividend of 50 cents per share of common stock, payable April 1, (Continued on page 52)

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## CBS reporter loses credentials

The press credentials of CBS News reporter Dan Raviv were lifted recently by the Israeli government, after the reporter was accused of violating military censorship.

Raviv reported that Israel had exploded a nuclear bomb, with the assistance of South Africa, off the coast of South Africa last September. The report was denied by Israeli Defense Minister Ezer Weizman and by South African officials.

The lifting of Raviv's credentials was reportedly the heaviest punishment dealt to a foreign correspondent accused of evading military censorship during the past 6 years.

## Conn. editors elect officers for 1980

The Connecticut Editorial Association has elected John Peterson, the *Shore Line Times*, Old Saybrook, president; Judith V.W. Brown, *The Herald*, New Britain, vice president, dailies; James Kevelin, *Lakeville Journal*, vice president, weeklies; Dan Fitts, *West Hartford News*, secretary/treasurer.

Also serving as vicepresidents are Don Hetsan, *New Canaan Advertiser*; Joyce Rossignol, *Wethersfield Post*; Arthur Putnam, *New Milford Times*; David Faulkner, *Branford Review*; James Irvine, *The Day*, New London; and William Pike, *Willimantic Chronicle*.

## Group in Mass. buys 9th paper

MPG Communications, Plymouth, Mass., publisher of eight weekly newspapers, will acquire the *Sippican* (Mass.) *Sentinel*, a weekly serving Marion and Rochester.

Announcement of an agreement in principle for the purchase was made by *Sentinel* editor and publisher Lawrence P. Pangaro and MPG publisher Roger W. Miles. Sale date is March 1, but no figures were disclosed on the transaction.

The *Sentinel* becomes the ninth newspaper in the MPG group, and extends the service area from Cohasset on the north to Marion on Buzzards Bay.

## Tokyo daily switches to direct printing

*Nikkan Sport Shimbun* (Daily Sports) of Tokyo, Japan, will convert in late 1980 to direct Letterflex printing using 2-120 Letterflex units.

The paper has a circulation of 600,000 copies in the greater Tokyo metropolitan area.



**FOR HEALTH REPORTAGE**—Frederick Downing Jr. (right), managing editor of the *San Gabriel Valley* (Calif.) *Tribune*, accepts the 1979 Media Award for newspapers presented by the Los Angeles County Chiropractic Society on behalf of his newspaper. Presenting the award at recent board of directors meeting was Dr. Gary Tanner, society president. The award, which is not given annually but rather only when merited, is made in recognition of contributions to public knowledge of vital health matters.

## 4th straight sweeps won by Mich. editor

Carol Ankney of the *Sturgis* (Mich.) *Journal* won the sweepstakes award for the fourth straight year, in writing, editing and photography competition staged by the Michigan Women's Press Club.

Earning the second spot was Barbara Walters of the *Kalamazoo Gazette*. Taking third place was Viola Hawley of the *Coldwater Daily Reporter*.

Judges were staff members of the *Fayetteville* (N.C.) *Observer-Times*. Ankney served as awards chairman.

Ankney, feature editor and assistant to the managing editor of the *Journal*, was cited for dedicated community leadership—three years on the Burr Oak village council, eight years on the school board, three of them as president. But particularly, she was cited for taking on the Washington establishment—the President and cabinet members, included—when building funds granted to Burr Oak schools were “capriciously” retracted. She won. She was named Burr Oak Citizen of the Year, and she was given the Advancement of Justice Award of the Michigan Bar Association.

During the MWPC presentation in Sheraton Inn, Kalamazoo, Ankney was cited for “her courage,” called a “role model for protection of our freedoms” and “proof that the grass root citizen can make herself heard and heeded.”

From childhood in Sidnaw, in Michigan's Upper Peninsula, Ankney wanted to write, but she took her first newspaper job—proof reading, after her four children were mid-grown. In the decade

since, she had progressed from proof reader to reporter, to feature writer, and to feature editor and to the dual responsibility of feature editor and assistant to the managing editor (her sister, Alice Redmond, now president of MWPC).

## Earnings

(Continued from page 50)

1980 to shareholders of record March 18, 1980.

QUEBECOR (A)			
Qtr. to Dec. 31	1979		1978
Revenues	\$ 47,700,000		\$ 40,700,000
Net income	b1,927,000		b717,000
Share earnings	84¢		29¢

b-After \$181,000 tax credit from 1979 and \$573,000 gain from tax credit and sale of assets in 1978.

THE NEW YORK TIMES (A)			
Qtr. to Dec. 31	1979		1978
Revenues	\$184,114,000		\$115,250,000
Net income	11,627,000		b2,483,000
Share earnings	97¢		21¢
Year revenues	653,112,000		490,642,000
Net income	36,408,000		15,550,000
Share earnings	3.06		1.32

b-After \$2,877,000 tax benefit.  
1978 results were affected by a strike.

BLUE CHIP STAMPS (O)			
Qtr. to Dec. 31	1979		1978
Revenues	\$ 73,005,000		\$ 55,167,000
Net income	7,788,000		c8,121,000
Share earnings	1.51		1.57
Year revenues	199,222,000		145,937,000
Net income	b15,526,000		c14,280,000
Share earnings	3.00		2.76
b-Including	\$1,223,000		securities gain.

c-Including \$727,000 securities gain.

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**\$450,000 grant**

## Duke U. starts program for political reporters

Duke University is establishing a program to train reporters to cope with what many political scientists see as the news media's emerging role as a shaper of national politics and public policy.

Called the Duke University Program for Contemporary Social Journalism, the project is being funded with a \$450,000 grant from the John and Mary R. Markle Foundation of New York City.

"We aren't proposing a school of journalism, aimed primarily at teaching technique," said Dr. James David Barber, James B. Duke professor of political science and director of the program, in an interview.

"Rather, we have designed an interdisciplinary, integrated program of teaching and research by which students will immerse themselves in the best thinking in the social sciences."

The program, scheduled to begin September 1, will be administered through Duke's Center for Communications Policy, a unit of the Institute of Policy Sciences and Public Affairs.

Barber said it will draw on experience with earlier and existing Duke programs involving journalists and journalism, such as the Duke Fellows in Communications Policy, the *Washington Post* and *Time* magazine fellowships and studies of the interrelationship of journalism and politics.

The social journalism program, however, will be more broadly based and comprehensive, Barber said.

It will involve three basic parts:

—A core seminar in social journalism conducted by Barber for undergraduates, graduate students and visiting journalists. The seminar will concentrate on the history of social journalism and other aspects of the field.

—A seasoned reporter to be brought in as the Duke Senior Fellow in Contemporary Social Journalism to work with the program each year.

—A research program, involving four graduate students during the academic year, to supplement the training effort.

The social journalism program will not lead to a degree in journalism, Barber said.

The Duke researcher said social journalism "has come to the fore as a new elite in American decision making," owing much of its new-found influence to the proliferation of presidential primaries.

With the political parties in disarray and perhaps even irrelevant, candidates build their own individual organizations

to compete for office, Barber said.

Thus, it falls to journalists to perform the functions that parties once did—evaluate and recommend alternative candidates and policies.

Reporters now decide what issues and persons are important on the national political agenda, the political scientist added.

"They affect judgments, and by es-

timating the probabilities of success and failure, they shape the public's perception of the future."

Barber said reporters in the 1980 "stand out as better educated than any previous generation of newspeople, yet their education is typically in some standard academic discipline such as English literature, which did not always prepare them adequately for the variety of assignments they would encounter."

Barber said the social journalism program will attempt to counter such shortcomings by using advanced social science courses, as well as some in law, economics and perhaps some scientific disciplines "tailored to the student's anticipated areas of journalistic concentration."

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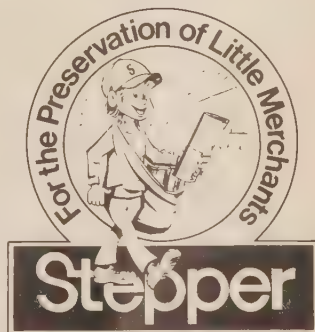
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## Observer of London starts weekly U.S. syndicate service

The *Observer* of London recently started syndication of a weekly 40,000 word package to major U.S. newspapers, via Associated Press' DataFeature service.

Material for U.S. clients from the upcoming *Sunday Observer* will be advanced to AP by way of cable Tuesday through Saturday of each week.

Selected items, features, columnists and international coverage from 60 world-wide correspondents and stringers will receive little editing and retain a British and European flavor.

The *Observer* has teams in crisis areas such as Iran and Afghanistan, in addition to reporters in Africa and the Middle East.

The service also includes art work, cartoons and the well known *Observer* crossword puzzle. Clients must take the full package, with rates based upon the newspaper's circulation.

An *Observer* spokesman told E&P the newspaper looked upon the U.S. market as a "great challenge and a test of their internationalism." The *Observer*, he said, intends to "sustain its position as a serious international newspaper."

Four U.S. newspapers are now clients. They are: the *Washington* (D.C.) *Star*; *Boston Globe*; *Miami Herald*, and the *San Francisco Examiner*. There are presently 85 major client newspapers world-wide.

The *Sunday Observer*, with a circulation of 1 million plus, carries four sections devoted to Arts Review, Living, Business/Sports and News-General and World Wide. The magazine, which is separate, averages 100 pages per week while the *Sunday* package averages 64 pages per week.

## 1st Amendment battle over playmate pix

A Bergen County (N.J.) Superior Court judge has scheduled a hearing for March 28 on a suit filed by *Penthouse* magazine against Eastman Kodak.

*Penthouse* is demanding the return of 239 color slides of its *Penthouse Pet* of the Year. Kodak refused to develop the slides, fearing that it can be prosecuted under state and federal obscenity laws. The photo company at first refused to return the slides to *Penthouse* and later turned them over to the court, pending the outcome of the hearing.

*Penthouse* has said that the developing of the photos is part of the editorial process and that Kodak's position is a violation of the First Amendment right of a free press.



David Roe

## Roe leaves API for new post

David A. Roe, managing director of the American Press Institute, was named manager of the U.S. Publishing Group of the Chamber of Commerce March 3.

Roe is responsible for editorial and advertising operations of the *Nation's Business*, which has a total circulation of approximately 1,300,000. He will also supervise the *Washington Report*, a weekly totaling approximately 550,000 circulation. Roe will handle special publications for the chamber, which have been re-organized into a major division entitled the U.S. Chamber Press.

Joining the API four years ago, Roe had served three years as vicepresident, general manager and chief operating officer for Paddock Publications, where he supervised the news staff and business departments in publishing a daily, regional newspaper with 10 local editions and six weeklies located in Chicago.

Earlier, he joined the *Washington Post* in 1970 as manager of special projects and three years later was assistant to the president. Previously, he was publisher of Hollister Newspapers, now the Pioneer Press, a subsidiary of Time, Inc., Roe was responsible for 10 weekly newspapers in Chicago.

## Pr man promoted

Donald Vaillancourt was promoted to vicepresident in charge of corporate communications and consumer affairs for the Grand Union Company.

Vaillancourt is responsible for all public relations for the Eastern supermarket chain. Prior to joining Grand Union in 1971 as assistant director of public relations, he was a reporter on the staffs of the *Newark* (N.J.) *Star Ledger*, United Press International and the now defunct *Newark* (N.J.) *News*.

## Texas daily co-sponsors race

The *Fort Worth* (Tex.) *Star-Telegram* entered the world of marathon running last month by co-sponsoring the Cowtown Marathon and 10-K Run.

Previously, the *Star-Telegram* had sponsored a non-certified "fun run," the Trinity Trot. The paper dropped its Trinity Trot sponsorship to take up the marathon.

The Cowtown Marathon and 10-K Run, an annual event that began in 1979, is jointly sponsored by the *Star-Telegram*, a local bank, and the Institute for Human Fitness, a division of the Texas College of Osteopathic Medicine. The marathon is an AAU-certified course that draws serious runners from across the United States and Canada.

In addition to financial support, the *Star-Telegram's* sponsorship included designing and running an ad campaign for the marathon. The ad series featured local individuals who were entering the race, stating why they planned to "do the Cowtown."

The *Star-Telegram* also manned an information and lost-and-found booth at the race headquarters.

## Register Publishing relocates in Danville

The Register Publishing Co. of Danville, Virginia, publisher of the *Danville Register*, *The Bee* and *Weekender*, has relocated to a new multi-story, 48,000 sq. ft. building.

The move was accomplished without missing an edition. It is the third home in this century for the Danville newspapers.

The building was designed by the architectural firm of Calvert, Lewis and Smith and it was constructed in record time. The decision to build was reached in early 1979 and the first of 2,300 tons of concrete was poured on June 8, 1979. The building was occupied in February of this year.

## Weekly sold, then merged

Landmark Community Newspapers, Inc., of Shelbyville, Kentucky, has purchased the *Rockport* (Ind.) *Democrat*, a 3,500 circulation weekly, from the Jasper Herald Co. of Jasper, Indiana.

The 125-year-old weekly has been merged with Landmark's other weekly there, *The Journal*, 103 years old, to form the *Journal & Democrat*, a 5,500 circulation weekly.

Landmark, through its subsidiary, News Publishing Co., Inc. of Tell City, Kentucky, purchased the *Journal* and two shoppers in July, 1978.

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# Top Court orders McGoff to comply with subpoena

Publisher John P. McGoff must respond immediately to subpoenas for records sought by the Securities and Exchange Commission, which is investigating his possible financial ties with South Africa, the U.S. Supreme Court decided this week (March 17).

The SEC says it is trying to learn whether McGoff used money supplied by the South African government to buy U.S. newspapers and then failed to disclose the arrangement to stockholders as required by law.

Federal District Court originally ordered McGoff to give the SEC what it wanted. McGoff then appealed the order to the U.S. Circuit Court of Appeals for the District of Columbia, and sought a stay pending a decision in that court.

McGoff originally was supposed to respond to the subpoenas on February 19 but, on that date, Chief Justice Warren E. Burger granted him a temporary postponement. The Chief Justice then ordered the SEC to respond to McGoff's request of a stay and that response was received March 12. Burger then turned the matter over to the entire court.

Now, if McGoff refuses to comply

with the Supreme Court's order, he could be fined or even jailed.

McGoff is president and a shareholder of Panax Corporation, a publicly registered firm that publishes more than 65 daily and weekly newspapers. He also owns the Global Communications Corp. and its subsidiary, the Sacramento Publishing Co.

Both Global and Sacramento Publishing own stock in Panax. The documents being subpoenaed by the SEC are in the hands of McGoff and his two non-public companies.

In his argument for the Supreme Court to grant a stay, McGoff contended the request for his documents goes to the heart of a free press, and requires him to disclose activities over a nine-year period.

He said the SEC might investigate whether his companies made adequate disclosures about its finances, but he objected to the wide scope and "resultant First Amendment intrusion" of the subpoenas.

The government opposed the stay requests on grounds the SEC has received information which indicates a possible

violation of security laws and that the First Amendment is not an issue insofar as a prior court ruling has said that "valid laws serving substantial public interests may be enforced against the press as against others."

"I am very disappointed that confidential documents dealing with the publishing activities and decisions of a vocal critic of the Administration may have to be disclosed to the Government, even before his appeal can be heard," said McGoff's attorney Raymond Larroca.

"The Supreme Court, of course, expressed no view as to the merits of Mr. McGoff's First Amendment claim," he said. "Neither has the Court of Appeals, where his appeal is still pending."

## tv stations acquired

Chronicle Broadcasting Co., San Francisco, completed the acquisition of KAKE-tv in Wichita, Kans. on March 11. The company paid \$26,500,000 for the station.

Howard E. Stark negotiated the sale for the Chronicle.

The FCC approved the purchase by Outlet Co., a Providence, R.I. company, of KOVR-tv in Sacramento-Stockton, Calif. from McClatchy Newspapers. The station sold for \$65 million.

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# Syndicates

By Lenora Williamson

## Sea-going cartoonist launches strip



"To my knowledge," says cartoonist Chuck Sharman, "no one has ever drawn a comic strip for boaters and those who enjoy the beach and the things that fly over it, crawl on it and live in waters adjacent to it."

And so Sharman has created a comic strip titled "Salt Chuck", marketing it through Harbor Features from his base at Friday Harbor, Washington. The 6-a-week strip, started this month, with early Washington state papers including *Seattle Times*, *Tacoma News Tribune*, and the *Daily Olympian*, Olympia.

"Chuck" is the word for "water" in one of the local Indian dialects. Chuck Sharman himself has been a cartoonist for over 30 years with his work appearing in national magazines and many regional publications.

"Salt Chuck" lives on his boat in Puget Sound or on whatever beach he can find unoccupied whenever he decides to move ashore for a few days. The things that happen to him, says the cartoonist, happen to people everywhere.

"Although the strip is fantasy . . . I don't seem to draw it. Rather I live it; the strip develops around me . . . or so it seems, anyway. I hope to help people learn some of the things that go on on boat or beach . . . with a touch of humor, of course."

Sharman adds that at times, when he's left the drawing board, he's been a professional beachcomber, selling driftwood by mail order. "To me the sea is fascinating. I enjoy being on anything that floats, but a sailboat tops them all. So, Salt Chuck is my own special fantasy."



Kathleen Ballard photo

Chuck Sharman

Not all of the strips in the initial group are signed with the cartoonist's name. Some carry money-punny names, explains the cartoonist, "just because I like them."

Sharman may be reached in care of General Delivery, Friday Harbor, Washington, 98250.

\* \* \*

"Getting Along", an advice column recently beginning syndication from United Feature Syndicate, is written by black psychiatrists James P. Comer and Alvin F. Poussaint. They are co-authors of the book, "Black Child Care."

The twice-weekly column in Q & A format provides a forum where interracial problems and a variety of topics can be discussed.

Subscribers include: *Cleveland Plain Dealer*, *Chicago Sun Times*, *Houston Post*, *Milwaukee Journal*, *Dallas News*, *Seattle Times* and *Washington Post*.

Dr. Comer, professor of child psychiatry and associate dean for student affairs at Yale University School of Medicine, is author of the book, "Beyond Black and White. He holds a bachelor's degree from Indiana University, his M.D. from Howard University and M.P.H. from the University of Michigan.

Dr. Poussaint received his bachelor's from Columbia University, his M.D. from Cornell University Medical College and M.S. from the University of California, Los Angeles.

\* \* \*

The hand-lettered sign as a medium of expression is being utilized by Allied Press International for a one-column panel of topical and timely one-liners. Release date is April 1.

A stable of writers are contributing to the feature with editors to receive 8 selections each week. The message is boxed and mounted on a short stick for graphics.

EDITOR & PUBLISHER for March 22, 1980

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From the book CAT by Workman Publishing Company, NY, NY

Look  
what  
we've  
hatched...  
**cat**



By *BKliban*

**A New Sunday Comic for ALL READERS**

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# Times-Post News Service will introduce DataCall May 5-7

DATA CALL, a new database retrieval system, has been developed by the Los Angeles Times-Washington Post News Service. It will be demonstrated publicly for the first time at the International Press Institute meeting in Florence, Italy, May 5-7.

Cal Thornton, president of the Times-Post Service, said DataCall offers significant advantages to foreign newspaper and broadcasting subscribers by increased transmission speed, elimination of unnecessary volume and reduction of costs.

Using a wide range of terminal devices, from inexpensive teleprinters to front-end computer systems, a DataCall subscriber dials the Times-Post computer via dataphone, packet switching, datel or other suitable telecommunication links.

The subscriber instantly receives a short abstract of every item in the News Service database—at 1,200 words per minute. With a few simple key strokes, complete stories are ordered and delivered at the same speed with the average item requiring about 30 seconds transmission time.

The DataCall base is continuously updated and available on a 24-hour basis so that whatever time of the day or night the subscriber wishes to interrogate the system, the latest Times-Post copy will be on line.

Under normal circumstances, a typical Times-Post DataCall user could retrieve all items of interest on a call lasting only a few minutes each day. Since transmission costs are incurred only on stories requested and since high speed is used, delivery costs in many areas of the world would be substantially lower than the cost of even one low-speed circuit.

Using DataCall, subscriber computer systems and editorial departments would not be overloaded with unwanted copy, an important consideration for translation desks.

The DataCall system was designed and programmed by Donald H. Till, director of communications for the *Washington Post* and vicepresident/communications for the News Service.

The system's first subscriber is the *Guam Tribune*, a new English-language morning daily launched last year in Agaña.

# Los Angeles gets Spanish weekly

A Spanish-language weekly tabloid was started in Los Angeles March 13 by a Mexican newspaper family and an American businessman.

The owners said that if the weekly succeeds, distribution will be extended to other western states and eventually nationwide.

The first issue was 64-pages, including 18 pages of display ads. Sixteen of the pages were in color.

The paper, called *Imagen* (image), is a joint venture by the Alarcon family of Mexico and George I. Rosenthal, president and majority stockholder of Raleigh Enterprises which owns hotels, shopping centers and a television and film studio.

*Imagen's* parent company is the El Dorado Publishing Co. of Culver City, Ca., whose president is Gabriel Alarcon Jr., 43. His father and brother, Oscar, also are in the publishing venture.

In 1965, the Alarcon family founded *El Heraldo de Mexico*, a Mexico City daily which claims the largest circulation in Mexico with a daily average of 186,000, as well as the highest paid lineage.

The new tabloid is heavy on sports and entertainment but Gabriel Jr. said the paper is intended to appeal to Latino readers of all ages.

# Navy's news service marks 35th birthday

The Fleet Hometown News Center in Norfolk, Va. is one of the most prolific public information operations in the world. Using computers and an automated word processing system, it produces from 5,000 to 8,000 news releases each day.

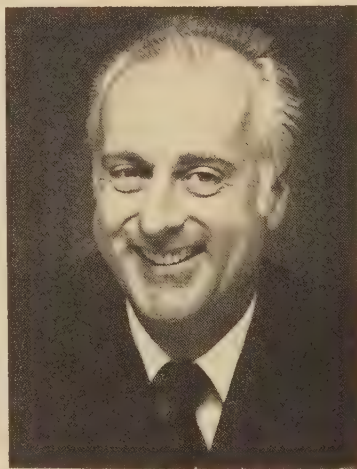
The center, celebrating its 35th birthday March 29, does not originate the material it releases. Data is submitted to it from ships, bases and other locations all over the world. The raw material is evaluated, edited and reproduced by the 35-member military and civilian staff.

Since its beginning in March 1945, the Fleet Hometown News Center has produced about 75 million news releases. They are used by 10,000 newspapers, radio stations and alumni publications covering about 40,000 communities throughout the United States, Virgin Islands, Guam and American Samoa.

"One data form can generate several releases," Navy Captain Vincent L. Knaus, the director, noted. "We may send the story to several newspapers and radio stations in an individual's hometown, his wife's hometown and his alumni publication.

"The story is almost always used when the subject comes from a town away from a large metropolitan area and about 75 to 80% of the time when he is from a larger city," Capt. Knaus added.

The Fleet Hometown News Center was conceived by Fleet Admiral Chester



Capt. Vincent L. Knaus

W. Nimitz and established by Secretary of the Navy James Forrestal in 1945. Fleet Adm. Nimitz wasn't satisfied that the individual accomplishments of sailors were being publicized. Originally established in Honolulu, the center moved to Chicago, then Great Lakes, Ill. In 1976 it was moved to Norfolk to be more accessible to the fleet.

The center became a joint Navy-Marine Corps operation in 1952 and the Coast Guard began using its services in 1963.

# Tully elevated to publisher

Darrow Tully was named publisher of the *Arizona Republic/Phoenix Gazette* and executive vicepresident of Phoenix Newspapers, Inc. which publishes the newspapers.

He succeeds Mason Walsh who was named publisher emeritus.

Tully had been general manager and associate publisher since 1978 when he joined Phoenix Newspapers after serving as president of the San Francisco Newspaper Co.

He began his career on the Charleston (W. Va.) *Daily Mail* and joined Ridder Publications in 1955. After service with Ridder newspapers in Duluth and St. Paul, Minn., Gary, Ind., and Pasadena, Calif. he became president and general manager of the Wichita (Kans.) *Eagle Beacon* in 1973.

Walsh will continue his active involvement with both newspapers.

# Howard Hay named circulation chief

Howard Hay was named circulation director and Harold F. Woldt Jr., circulation manager, of the *Chicago Tribune*. Hay joined the Tribune in 1967 as assistant personnel manager from Lindsay-Schaub Newspapers in Decatur, Ill. He was named circulation manager in 1979. Woldt was metro circulation manager.

EDITOR & PUBLISHER for March 22, 1980

# 1980 January Lineage

The following lineage tabulations have been compiled by Media Records, Inc. for the exclusive publication of Editor & Publisher. They may not be reprinted or published in any form without explicit permission from Media Records, Inc. NOTE: Newspapers marked with code below include advertising in Parade or Family Weekly, approximate lineage as follows:  
\*Parade—62,200 †Family Weekly—73,807

NOTE: Due to the problems arising from the changes in newspaper formats, Media Records has adopted the following policy in the interest of lineage comparability:  
(A) All six-column formats are measured as six columns and then converted and reported as eight columns.  
(B) All eight-column formats are measured and reported as eight columns.  
(C) All nine-column formats are measured and reported as nine columns.

1980 1979  
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## ABERDEEN, S.D.

American News-e	595,980	45,456	558,833	42,192
*American News-S	425,262	14,520	432,234	23,152
Grand Total	1,021,242	59,976	991,067	65,344

## AKRON, OHIO

Beacon Journal-e	2,116,221	54,369	2,205,185	56,192
*Beacon Journal-S	1,013,419	75,672	1,076,702	97,864
Grand Total	3,129,640	130,041	3,281,887	154,056

## ATLANTA, GA.

Constitution-m	2,703,820	56,270	2,438,405	
Journal-e	2,847,154	593,598	3,240,801	113,433
Journal & Constitution-S	1,392,235	141,720	1,497,037	
Grand Total	6,943,199	791,588	7,176,243	113,433

NOTE: Effective with July 1, 1979, Media Records started reporting the combined sat. Journal and Constitution as a separate newspaper in a separate column. All lineage for this sat. edition prior to July 1, 1979 is reported in the Journal-a column.  
NOTE: Constitution-m and Journal-e published 5 days a week only, for 1980.

## BALTIMORE, MD.

*News American-S	567,178	144,096	665,840	149,152
News American-e	1,166,926		1,226,406	5,440
Sun-m	1,549,040	71,232	1,500,687	
Sun-e	1,860,931	75,826	1,881,812	
Sun-S	1,728,822	164,546	1,813,219	142,960
Grand Total	6,873,261	455,700	7,108,164	297,552

## BERGEN COUNTY, N.J.

Record-e	2,253,227	336,359	2,190,123	190,269
*Record-S	1,308,217	156,558	1,361,574	154,248
Grand Total	3,561,444	514,215	3,551,697	344,517

NOTE: Record-e published 5 days a week.

## BOCA RATON, FLA.

News-e	909,441	48,469	799,241	21,909
*News-S	564,172		515,656	
Grand Total	1,473,613	48,469	1,314,897	21,909

NOTE: News-e published 5 days a week only.

## BOSTON, MASS.

Herald American-m	739,019	154,486	744,429	208,113
American-m	419,835	134,394	390,171	168,034
Globe-e			1,626,831	91,320
Globe-d	2,245,558	54,248	2,127,133	107,072
*Globe-S	2,239,222	112,227	2,165,589	195,248
Grand Total	5,753,634	455,400	7,054,153	764,787

NOTE: Globe-e published 5 days a week only.  
NOTE: Effective Feb. 4, 1979, the Globe-m and e became an all day newspaper.

## BOULDER, COLO.

Camera-e	1,902,199		1,778,146	15,904
Camera-S	606,756	750	541,511	9,984
Grand Total	2,508,955	750	2,319,657	25,888

## BRADENTON, FLA.

Herald-e	1,252,114	6,720	1,138,889	
*Herald-S	577,064		573,616	
Grand Total	1,829,178	6,720	1,712,514	

## BUFFALO, N.Y.

Courier Express-m	826,122	39,649	821,084	28,507
*Courier Express-S	787,691		889,740	7,232
News-e	2,220,235	44,163	2,292,306	40,392
News-S	361,153		251,746	592
Grand Total	4,195,201	83,812	4,254,876	76,723

## CAMDEN, N.J.

Courier Post-e	2,226,475	63,104	2,314,983	231,512
*Courier Post-S	588,577		33,496	
Grand Total	2,815,052	66,600	2,314,983	231,512

NOTE: Courier Post-S first publication Sept. 9, 1979.

## CHARLOTTE, N.C.

News-e	1,641,223	45,696	1,539,953	43,880
Observer-m	1,935,292	159,923	1,755,116	74,597
*Observer-S	884,945	60,176	852,903	70,560
Grand Total	4,461,460	265,795	4,147,612	189,037

## CHICAGO, ILL.

Tribune-m	3,168,780	2,639,306	3,066,452	2,124,767
Tribune-S	2,124,208	692,328	2,266,146	698,578
Sun Times-m	2,531,820	425,845	2,204,042	363,945
*Sun Times-S	749,400	216,168	743,908	389,459
Grand Total	8,594,208	4,071,647	8,280,544	3,576,749

1980 1979  
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## CINCINNATI, OHIO

Enquirer-m	3,069,884	9,728	2,805,452	
Enquirer-S	1,632,993	40,712	1,644,340	
Post-e	1,353,420	64,557	1,468,023	150,559
Grand Total	6,056,297	114,997	5,917,835	150,559

## CLEVELAND, OHIO

Plain Dealer-m	2,813,813	376,536	2,968,699	321,287
Plain Dealer-S	1,550,047	124,676	1,591,684	96,533
Press-e	1,466,993	281,392	1,577,164	246,671
Grand Total	5,830,853	782,604	6,137,547	664,491

## COLUMBUS, GA.

Enquirer (see note)	1,222,996	31,109	1,083,646	58,811
*Ledger Enquirer-S	421,117		465,014	
Grand Total	1,644,113	31,109	1,548,660	58,811

NOTE: Enquirer-m and Ledger-e sold in combination Mon-through Fri. Lineage of one edition Enquirer-m is shown.

## COLUMBUS, OHIO

Dispatch-e	2,228,780	112,169	2,344,911	54,848
Dispatch-S	1,441,096	45,108	1,493,122	64,516
Citizen Journal-m	907,815		1,068,751	
Grand Total	4,577,691	157,277	4,906,784	119,364

## DALLAS, TEXAS

News-m	4,465,247	224,774	3,829,815	255,124
News-S	1,881,756	258,443	1,568,308	258,173
Times Herald-e	3,755,331	133,629	3,574,913	195,979
*Times Herald-S	1,732,247	87,856	1,602,350	100,856
Grand Total	11,835,041	706,702	10,575,386	810,132

## DAYTON, OHIO

Journal Herald-m	1,638,120		1,766,352	163,552
News-e	1,754,511	256,446	1,853,213	396,046
*News-S	815,306	9,120	841,551	568
Grand Total	4,207,937	265,566	4,461,116	560,166

## DENVER, COLO.

Rocky Mt. News-m	4,010,552		3,896,455	
*Rocky Mt. News-S	824,588		869,167	
Post-e	3,304,111	102,481	3,276,600	125,310
Post-S	2,017,851		1,775,651	
Grand Total	10,157,102	102,481	9,817,873	125,310

## DETROIT, MICH.

Free Press-m	1,855,406	285,021	1,818,127	268,985
*Free Press-S	732,502	106,536	678,532	146,782
News-e	2,793,850	454,498	2,865,604	487,009
News-S	1,422,334	229,128	1,606,815	223,713
Grand Total	6,804,092	1,075,183	6,969,078	1,125,949

NOTE: News figures above reflect actual nine column measurements.

Free Press-m	1,855,406	285,021	1,818,127	268,985
*Free Press-S	732,502	106,536	678,532	146,782
News-e	2,594,122	427,875	2,658,530	452,125
News-S	1,361,241	223,023	1,532,048	214,469
Grand Total	6,543,271	1,038,455	6,667,237	1,087,361

NOTE: News figures above reflect converted eight column measurements.

## DULUTH, MINN.

Herald-e	803,812	64,432	816,003	20,400
News Tribune-m	871,264	74,280	872,761	31,720
News Tribune-S	572,881	46,520	597,572	39,712
Grand Total	2,247,957	185,232	2,286,336	91,832

NOTE: Herald-a published 5 days a week only.

## ERIE, PA.

Times-e	1,246,551		1,300,948	2,464
*Times News-S	780,490	1,500	715,766	16,992
Grand Total	2,027,241	1,500	2,016,714	19,456

## FORT LAUDERDALE, FLA.

News-e	4,308,717	527,349	4,261,688	376,280
*News & Sun Sentinel-S	1,724,494	364,066	1,650,801	282,868
News & Sun Sentinel-sat	1,534,577		1,472,823	
Sun Sentinel-m	3,663,467	879,674	3,161,497	670,137
Grand Total	11,231,255	1,771,089	10,546,809	1,329,285

NOTE: News-e & Sun Sentinel-m published 5 days a week.

1980 1979  
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## GARY, IND.

Post Tribune-e	1,684,916	281,755	1,649,110	206,508
*Post Tribune-S	793,521	41,076	850,312	
Grand Total	2,478,437	322,831	2,499,422	206,508

## GRAND FORKS, N.D.

Herald-e	786,972	32,970	815,586	7,840
*Herald-S	468,509	36,176	491,168	34,096
Grand Total	1,255,481	69,146	1,306,754	41,936

## HARTFORD, CONN.

Courant-m	2,427,997	208,953	2,420,691	184,455
*Courant-S	1,176,546	300,808	1,092,753	228,944
Grand Total	3,604,543	509,761	3,513,444	413,399

## HONOLULU, HAWAII

Advertiser-m	2,744,922		2,465,284	
Star Bulletin-e	2,865,931		2,615,996	
Advertiser-S	1,173,227		1,124,657	
Grand Total	6,784,080		6,205,937	

## HOUSTON, TEXAS

Chronicle-e	5,755,202	517,591	5,283,638	486,015
Chronicle-S	2,450,707	285,080	3,183,572	171,996
Post-m	4,336,849	453,834	4,233,565	441,821
*Post-S	1,415,657	189,616	1,684,034	173,416
Grand Total	13,958,415	1,446,121	14,384,809	1,273,248

## KANSAS CITY, MO.

Times-m	2,285,714	542,039	2,258,377	400,404
Star-e	1,167,267	67,812	1,103,243	58,124
Star-S	1,263,588	114,204	1,266,534	168,112
Grand Total	4,716,839	724,055	4,628,154	626,640

## LEXINGTON, KY.

Herald (see note)	1,714,502	12,864	1,734,468	59,676
*Herald Ledger-S	1,013,130	29,064	865,374	34,544
Grand Total	2,727,632	41,928	2,599,842	94,220

NOTE: Herald-m and Ledger-e sold in combination Mon. through Fri. Lineage of one edition morning is shown.

## LITTLE ROCK, ARK.

Arkansas Gazette-m	1,125,109	261,784	1,333,988	
*Arkansas Gazette-S	604,021	74,240	727,486	
Grand Total	1,729,130	336,024	2,057,474	

## LONG BEACH, CALIF.

Independent (see note)	2,146,797	437,685	2,014,044	478,937
*Independent Press				
Telegram-S	684,534	22,200	680,134	15,200
Grand Total	2,831,331	459,885	2,694,178	494,137

NOTE: Independent-m and Press Telegram sold in combination Mon. through Fri. Lineage of one edition Independent-m is shown.

## LONG ISLAND, N.Y.

LONG ISLAND, N.Y.				
Newsday-e .....	2,265,868	656,659	2,217,445	500,217
Newsday-S .....	1,081,733	280,601	1,035,115	285,736
Grand Total .....	3,347,601	937,260	3,252,560	785,953



	1980				1979			
	Full	Part	Run	Full	Part	Run	Full	Part
<b>MACON, GA.</b>								
Telegraph (see note)	1,057,713	35,666	955,839	61,756				
Telegraph & News-S	946,143	630,651	16,192	451,948	6,829			
Grand Total	1,487,864	51,858	1,407,787	68,585				
NOTE: Telegraph-m and News-s sold in combination Man. through Fri. Linage of one edition telegraph-m is shown.								
<b>MANCHESTER, N.H.</b>								
Union Leader-d	1,248,329	181,808	1,243,157					
*New Hampshire News-S	583,634	35,616	547,870					
Grand Total	1,831,963	217,424	1,791,027					
<b>MEMPHIS, TENN.</b>								
Commercial Appeal-m	2,198,259	100,815	2,014,476	133,255				
Commercial Appeal-S	966,143			916,192				
Press-Scimitar-e	1,638,864	102,169	1,503,018	77,732				
Grand Total	4,783,266	202,984	4,433,686	237,907				
<b>MIAMI, FLA.</b>								
Herald-S	3,771,229	1,061,903	3,707,167	873,695				
Herald-m	1,969,734	557,516	1,813,689	582,674				
News-e	1,917,109	17,965	1,899,033	64,129				
Grand Total	7,658,072	1,637,384	7,419,069	1,502,498				
<b>MINNEAPOLIS, MINN.</b>								
Tribune-m	1,839,915	45,433	1,604,538	59,523				
Tribune-S	1,747,749	308,997	1,746,106	271,673				
Star	2,046,412	260,169	1,944,400	378,357				
Star & Tribune-sat	343,416		299,047					
Grand Total	6,074,513	614,601	5,635,091	709,553				
NOTE: Tribune-m and Star-e published 5 days a week only.								
<b>NASHVILLE, TENN.</b>								
Banner-e	1,959,215	154,512	1,871,214	181,376				
Tennessean-m	1,934,893	183,608	1,809,978	181,256				
*Tennessean-S	1,109,751	29,016	1,020,831	54,232				
Grand Total	5,003,859	367,136	4,702,023	416,864				
<b>NEW YORK, N.Y.</b>								
Times-m	2,732,843	129,600	2,468,222	97,200				
Times-S	2,733,140	817,649	2,759,195	788,159				
News-m	1,160,150	1,298,321	1,169,871	1,000,330				
News-S	545,662	781,432	573,756	773,181				
Post-e	772,209		785,574					
Grand Total	7,944,004	3,027,002	7,756,618	2,658,870				
<b>NEWARK, N.J.</b>								
Star Ledger-m	3,010,405	129,451	2,761,149	157,029				
*Star Ledger-S	2,153,471	106,336	2,041,761	48,424				
Grand Total	5,163,516	255,787	4,802,910	205,453				
<b>OAKLAND, CALIF.</b>								
Tribune-e	1,937,001	233,346	1,952,360	109,566				
*Tribune-S	970,656	44,792	894,664	24,528				
Grand Total	2,907,657	278,138	2,847,024	134,094				
<b>ORANGE COUNTY, CALIF.</b>								
Register-d	5,068,201	56,976	4,865,616	64,048				
*Register-S	1,678,411		1,635,572					
Grand Total	6,746,612	56,976	6,501,188	64,048				
<b>PASADENA, CALIF.</b>								
Star News-d	1,048,747	144,658	1,065,990	131,488				
*Star News-S	383,546	816	410,270	7,806				
Grand Total	1,432,293	145,474	1,476,260	139,294				
<b>PASSAIC, N.J.</b>								
Herald News-S	373,304	52,896	4,047,902	133,432				
*Herald News-S	1,047,978	122,664	388,931	75,713				
Grand Total	1,421,282	175,560	1,436,833	209,145				
<b>PATERSON, N.J.</b>								
News-d	893,240	28,640	903,072	35,360				
Journal Star-d	1,898,206	93,392	1,680,818	132,696				
*Journal Star-S	654,361	15,424	711,063	20,736				
Grand Total	2,552,567	108,816	2,391,881	153,432				
<b>PHILADELPHIA, PA.</b>								
Bulletin-e	1,544,159	437,346	1,625,715	517,466				
*Bulletin-S	481,233	243,071	575,192	240,287				
Inquirer-m	893,540	169,240	1,775,559	103,420				
Inquirer-S	1,741,730	262,183	1,711,839	300,142				
News-e	890,359		910,053					
Grand Total	6,551,041	1,050,840	6,600,358	1,161,315				
<b>PITTSBURGH, PA.</b>								
Post Gazette-m	1,096,203	135,903	1,004,720	136,434				
Press-e	2,041,388	190,498	1,874,249	221,613				
*Press-S	1,547,659		1,593,297					
Grand Total	4,685,350	326,401	4,472,266	358,047				
<b>PROVIDENCE, R.I.</b>								
Bulletin-e	1,615,188	384,611	1,540,823	309,693				
Journal-m	1,625,566	270,025	1,567,895	262,615				
Journal-S	1,191,798	64,528	1,092,362	35,392				
Grand Total	4,432,552	720,834	4,201,080	607,700				
NOTE: Bulletin-e and Journal-m has a combined sat. edition. The linage is only shown in the bulletin-e.								
<b>ROCHESTER, N.Y.</b>								
Democrat & Chronicle-m	1,574,972	107,906	1,480,176	62,708				
Democrat & Chronicle-S	875,789	81,300	890,722	57,980				
Times-Union-e	1,480,476	86,134	1,449,970	82,192				
Grand Total	3,931,237	275,340	3,820,868	202,880				
<b>SACRAMENTO, CALIF.</b>								
Bee-m	3,034,417	525,312	2,963,442	491,572				
*Bee-S	1,150,474	179,668	1,096,333	96,404				
Union-m	2,299,400	201,972	2,150,769	154,776				
*Union-S	473,306	82,392	605,429					
Grand Total	6,957,237	989,344	6,816,173	742,752				
<b>ST. LOUIS, MO.</b>								
Globe Democrat-m	1,722,552	199,843	655,911	106,497				
Globe Democrat-S	854,416		325,268	15,744				
Post Dispatch-e	1,798,687	160,822	904,171	36,281				
*Post Dispatch-S	1,719,035		1,020,286					
Grand Total	6,096,690	360,665	2,987,636	158,522				
NOTE: Globe Democrat-m published 5 days a week only.								
NOTE: Globe Democrat-m and weekend did not publish Jan. 1 through Jan. 13/14, 1979 due to strike conditions. Post Dispatch-e and S did not publish Jan. 1 through 13, 1979 due to strike conditions.								

	1980				1979			
	Full	Part	Run	Full	Part	Run	Full	Part
ST. PAUL, MINN.								
Pioneer Press-m	1,140,621			1,001,745				
*Pioneer Press-S	1,318,695			1,280,317				
Dispatch-e	1,702,055	231,886		1,727,750	218,093			
Grand Total	4,161,371	231,886		4,009,812	218,093			
NOTE: Pioneer Press-m and Dispatch-e has a combined sat. edition. The linage is shown in the Dispatch-e.								
ST. PETERSBURG, FLA.								
Independent-e	2,226,666	62,552		2,274,258	15,840			
Times-m	2,917,810	1,018,146		2,796,867	655,818			
*Times-S	1,358,297	280,712		1,339,685	258,593			
Grand Total	6,496,773	1,361,417		6,410,810	930,251			
SAN ANTONIO, TEXAS								
Express-m	2,376,962	210,304		2,327,828	255,480			
*Express-News-S	1,089,163	57,064		951,636	67,688			
Express-News-sat	481,937			434,543				
News-e	2,151,054	149,248		2,028,681	176,481			
Light-S	2,303,368	217,712		2,522,969	67,510			
*Light-S	1,008,764	75,232		1,174,902				
Light-sat	369,755			331,374				
Grand Total	9,781,003	709,560		9,771,930	567,166			
NOTE: Express-m, News-e and Light-S published 5 days a week only.								
SAN DIEGO, CALIF.								
Union-m	3,388,499	138,281		3,333,339	53,401			
*Union-S	1,521,014			1,434,572				
Tribune-e	3,570,733	138,314		3,736,113	52,590			
Grand Total	8,660,246	276,595		8,504,024	105,991			
SAN FRANCISCO, CALIF.								
Chronicle-m	2,164,909	700,558		2,088,309	753,887			
Examiner-e	2,168,832	685,395		2,099,777	715,143			
Examiner & Chronicle-S	1,269,900	155,992		1,023,269	116,232			
Grand Total	5,603,641	1,541,945		5,211,355	1,585,262			
SAN JOSE, CALIF.								
Mercury-m	5,115,968	244,276		4,951,386	216,960			
News-e	4,230,072	204,015		4,106,867	216,979			
*Mercury-News-S	2,060,302	31,152		1,917,656	7,104			
Grand Total	11,406,342	479,443		10,775,909	441,043			
NOTE: Mercury-m and News-e has a combined sat. edition. The linage is only shown in the Mercury-m.								
SHREVEPORT, LA.								
Journal-e	1,544,376	78,224		1,459,321	92,724			
Times-m	2,148,514	86,840		1,995,597	130,824			
*Times-S	825,079			794,932				
Grand Total	4,517,969	165,064		4,249,850	223,548			
SYRACUSE, N.Y.								
Herald Journal-e	1,583,642	9,044		1,733,448	7,563			
*Herald Journal-S	897,263	6,077		982,649	8,267			
Post Standard-m	1,000,834	38,798		1,085,167	37,222			
Grand Total	3,481,739	94,103		3,801,864	53,052			
TALLAHASSEE, FLA.								
Democrat-m	1,386,995	54,916		1,393,886	76,618			
*Democrat-S	529,445	22,274		602,637	1,836			
Grand Total	2,116,440	77,190		1,996,523	78,454			
TAMPA, FLA.								
Tribune-m	2,891,205	711,176		2,695,408	601,488			
*Tribune-S	1,302,146	65,872		1,267,760	50,084			
Times-e	2,016,712			1,896,399				
Grand Total	6,210,063	777,048		5,859,567	658,484			
WASHINGTON, D.C.								
Post-m	4,455,428	478,599		4,214,698	377,770			
*Post-S	2,082,839	345,674		2,000,654	269,727			
Star-e	1,756,865	279,634		1,546,613	311,130			
Star-S	564,297	87,736		521,407	92,264			
Grand Total	8,859,429	1,191,443		8,283,372	1,050,891			
NOTE: Star-e did not publish Jan. 1, 1979 due to strike conditions.								
WEST PALM BEACH, FLA.								
Post-m	3,054,763	31,741		2,656,386	103,771			
Times-e	2,455,598	30,183		2,317,726	84,470			
*Post-S	1,525,368	24,040		1,432,159	23,347			
Grand Total	7,235,729	85,964		6,405,673	211,488			
NOTE: Post-m and Times-e has a combined sat. edition. The linage is only shown in the Post-m.								
WESTCHESTER ROCKLAND, N.Y.								
Reporter Dispatch-e	1,213,599	127,072		1,316,847	90,201			
*Reporter Dispatch-S	569,448	63,096		562,739	19,262			
Grand Total	1,783,047	190,168		1,879,586	109,463			
WICHITA, KANS.								
Eagle-m	1,942,293	346,368		1,895,652	308,111			
Beacon-e	973,444			830,145				
*Eagle Beacon-S	7,784,684	73,248		7,395,571	75,000			
Grand Total	3,698,421	419,616		3,461,373	383,116			
NOTE: Eagle-m and Beacon-e has a combined sat. edition. The linage is only shown in the Eagle-m.								
JANUARY 1980/1979 LINAGE FIGURES SUPPLIED BY PUBLISHER								
ALBANY, N.Y.								
Times-Union-m	1,299,560			1,384,643				
*Knickerbocker News-e	837,616			891,682				
Times-Union-S	536,885			596,350				
Grand Total	2,712,061			2,902,675				
NOTE: Hearst Newspaper period runs Dec. 31-Jan. 27								
ALTOONA, PA.								
Mirror-e	1,392,216			1,499,232				
ANAHAIM, CALIF.								
Bulletin-e	1,274,000			1,193,024				
ARLINGTON HEIGHTS, ILL.								
Herald-m	1,015,634	183,462		1,055,569	131,795			
Herald-S	281,026	50,763		279,326	34,782			
Grand Total	1,296,660	234,225		1,334,895	166,727			
NOTE: Herald-m and S changed from six to six-column Mar. 17, 1969.								
BANGOR, ME.								
Daily News				1,350,244				

1980				1979			
FULL	RUN	PART	RUN	FULL	RUN	PART	RUN
<b>OKLAHOMA CITY, OKLA.</b>							
Oklahoma-m	2,016,478	707,325	1,849,253	552,191			
Times-e	1,934,741	663,870	1,818,777	481,119			
Oklahoma-S	1,008,368		1,014,046				
Grand Total	4,959,587	1,371,195	4,682,076	1,033,310			
<b>OMAHA, NEB.</b>							
World-Herald-meS	2,918,888		3,062,738				
<b>ORLANDO, FLA.</b>							
Sentinel Star-a/dS	3,834,194	871,556	3,515,820	684,768			
<b>OTTAWA, ONT.</b>							
Le Droit-e	1,723,593		1,675,973				
<b>PALM SPRINGS-PALM DESERT, CALIF.</b>							
Desert Sun-e	1,999,387		1,697,049				
<b>PHOENIX, ARIZ.</b>							
Republic-m	3,987,942	357,966	3,737,454				
Gazette-e	3,882,130	357,966	3,632,440				
Republic-S	2,089,346		1,979,968				
Grand Total	9,959,418	715,932	9,349,862				
NOTE: Phoenix Newspapers, Inc. based on 4-4-5-period accounting system—4 weeks ending Jan. 27, 1980.							
<b>PORTLAND, MAINE</b>							
Press Herald-m	1,086,736		1,142,873				
Express-e	998,808		1,056,386				
Telegraph-S	593,202		569,277				
Grand Total	2,678,846		2,768,536				
<b>PORTLAND, ORE.</b>							
Oregonian-mS	4,853,772		4,699,156				
Oregon Journal-e	1,695,904		1,637,832				
Grand Total	6,549,676		6,336,988				
<b>READING, PA.</b>							
Times-m/Eagle-e	1,378,974		1,347,349				
Eagle-S	532,059		574,057				
Grand Total	1,911,033		1,921,406				
<b>RICHMOND, VA.</b>							
Times-Dispatch-m	1,813,232		1,723,180				
News Leader-e	1,541,044		1,548,523				
Times-Dispatch-S	1,102,954		1,072,754				
Grand Total	4,457,230		4,344,457				
NOTE: Part-run, zoned and comics not included.							
<b>RIVERSIDE, CALIF.</b>							
Enterprise-m	2,168,740		2,098,362				
Press-e	1,858,682		1,860,964				
Press-Enterprise-S	492,044		520,254				
Grand Total	4,519,466		4,479,580				
NOTE: Parade linage or preprinted inserts not included.							
<b>SANTA BARBARA, CALIF.</b>							
News-Press-eS	2,808,036		7,721,254,095	17,738			
NOTE: Parade linage not included.							
<b>SCOTTS BLUFF, NEB.</b>							
Star-Herald-mS	889,594		812,688				
NOTE: Includes Family Weekly—75,623 lines in 1980; 81,030 lines in 1979.							
<b>SEATTLE, WASH.</b>							
Post-Intelligencer-m	1,566,484		1,617,563				
Post-Intelligencer-S	457,101		504,885				
Grand Total	2,023,585		2,122,448				
Times-eS	3,768,520		3,773,112				
<b>SOUTH BAY (TORRANCE), CALIF.</b>							
Breeze-e	3,357,354		3,386,012				
<b>SPOKANE, WASH.</b>							
Spokesman-Review-m	1,414,316		1,274,788				
Spokesman-Review-S	768,968		792,838				
Daily Chronicle-e	1,459,238		1,394,979				
Grand Total	3,642,522		3,462,605				
<b>TACOMA, WASH.</b>							
News-Tribune-e & Tribune-Ledger-S	2,920,344		2,955,806				
<b>TOLEDO, OHIO</b>							
Blade-e	1,938,336		1,790,426				
Blade-S	996,153		1,064,710				
Grand Total	2,934,489		2,855,136				
<b>TOPEKA, KANSAS</b>							
Daily Capital-m	1,092,788		1,097,495				
State Journal-e	881,405		763,812				
Capital-Journal-S	397,576		397,439				
Grand Total	2,371,769		2,258,746				
<b>TORONTO, ONT.</b>							
Star-e	4,080,136		4,169,762				
Sun-mS	2,071,757		1,899,189				
Grand Total	6,151,893		6,068,950				
<b>TUCSON, ARIZ.</b>							
Star-m	2,946,398		2,745,344				
Citizen-e	2,964,122		2,779,812				
Star-S	1,130,276		973,337				
Grand Total	7,040,796		6,498,493				
NOTE: Sunday includes Parade linage.							
<b>TULSA, OKLA.</b>							
World-m	1,489,507		1,472,753				
Tribune-e	1,510,584		1,508,588				
World-S	754,671		695,124				
Grand Total	3,754,762		3,676,465				
<b>VANCOUVER, B.C.</b>							
Sun-e	3,346,614						
NOTE: Includes Weekend Magazine. Due to strike conditions the Sun did not publish during Jan. 1979.							
<b>WAUKEGAN, ILL.</b>							
News-Sun-e	1,665,020		1,639,638				
<b>WILKES-BARRE, PA.</b>							
Times-Leader-News Record-a/d	915,040		458,024				
<b>WILMINGTON, DEL.</b>							
News-Journal-m-e	1,704,783		1,683,777				
News-Journal-S	543,151		491,991				
Grand Total	2,247,934		2,175,768				
<b>WILMINGTON, N.C.</b>							
Star-m	917,980		809,452				
Star-News-S	280,224		262,486				
Grand Total	1,198,204		1,071,938				
<b>WINDSOR, ONT.</b>							
Star-e	2,328,612		2,262,965				
<b>WINNIPEG, MAN.</b>							
Tribune-e	2,488,158		2,433,535				
Free Press-e	2,724,362		2,825,384				
Grand Total	5,212,520		5,258,919				
<b>WINSTON-SALEM, N.C.</b>							
Journal-m	1,598,478		1,484,602				
Sentinel-e	1,325,212		1,265,558				
Journal-Sentinel-S	643,818		575,302				
Grand Total	3,567,508		3,325,462				
<b>WORCESTER, MASS.</b>							
Telegram-m	1,067,388		1,023,757				
Gazette-e	1,061,256		1,041,282				
Telegram-S	829,374		729,603				
Grand Total	2,958,018		2,794,642				

## Rosenthal photo

(Continued from page 4)

It is my recollection that we left headquarters for the Island Command lab about 8 p.m. Guam time. Drennan, Bessler and darkroom boss, Chief Photographer's Mate Rice were prepared. Fresh developer had been mixed and tested. There was plenty of hypo on hand. Our 14 developing tanks were laid out after a thorough checkout.

First task was to go through packets of film and captions and arrange priority for handling. Rosenthal's flag pictures were what we really were seeking. They were found soon enough and a Navy photo mate assigned to load the film sheets from the film pack into slots of the developing tank.

I opened one of the less important boxes and examined a sheet of film. It had cleared. Quickly, I turned to the flag-raising film box. Negative number one showed the U.S. flag raised high over a group of Marines.

Negatives 2 and 3 were stuck together, emulsion side to emulsion side, and ruined. From what I could see on the edges of these two they were similar to negative number 1.

Negative number four, however, was it. There was the dynamic sweep as the Marines raised Old Glory atop Mount Suribachi. There was THE picture. As a photographer, as a photo editor, I have in the years since that February 24 night been proud of my reaction as I looked at Joe Rosenthal's masterpiece.

"Men," I exclaimed, "We can stop making pictures right now. Here is the one for all time."

At this point Lieutenant (j.g.) Rudy Vetter, USNR, took over. An Acme (now UPI photos) Photo Service traffic man in civilian life, he was CINCPAC's radiophoto officer. He took the prints and caption to the jungle tent where the radiophoto transmitter was set up.

I estimate that the flag-raising picture was filed radiowise about 10 p.m. Guam time or 7 a.m. New York.

My father collected all the New York City Saturday afternoon and Sunday morning newspapers and airmailed them from the Brooklyn general postoffice on Sunday.

About three days after the picture was radiophotoed, a

Marine officer stopped me and accused Joe Rosenthal of stealing film made by a Marine photographer and shipping it in as his own. I asked the Marine one question, "What make of film was your Marine photographer using?" "Eastman," he replied. "The same as all the other services are using."

"Rosenthal's flag-raising shot is on Ansco film, which is the film being used by the Still Picture Pool, just to avoid accusations such as this," I said. The confrontation ended.

A couple of days later, Geoffrey Tebbutts, correspondent for the *Melbourne Herald*, flagged me down while I was driving a jeep from headquarters to Agana.

"Too bad Joe Rosenthal's flag-raising picture was a fake," Tebbutts said. We were bowling right along at a good clip. I jammed on the brakes, almost sending the Australian through the windshield.

"Geff, Joe is an AP photographer, and in civilian life I am an AP photo editor. One thing we do not do is fake pictures or stories. If you think his picture is a fake, you can get out right now and walk to Agana." He smiled and said "I guess you're right about that."

Bessler told us that because of the terrific national impact of the picture, Rosenthal was being recalled to the United States for a series of honors and a bond tour. John asked me to meet Joe at the Agana airport the following morning.

Rosenthal was astounded when I told him of the impact of his flag-raising shot. He felt he was being called back home because of his initial landing photos.

Then I broke out the New York City newspapers which my father had sent me. Joe couldn't believe his eyes when he saw his flag-raising photo full-page on page one of the *New York Sunday News*.

I gave him my 11 x 14 print made from the original negative, and he autographed for me a similar print made from a copy negative.

There is one closing thought in this story. The flag Joe Rosenthal photographed was not the first U.S. flag raised on Iwo Jima, nor was it the second. In fact it was the third. However, over all it was the 27th flag raised by U.S. forces. The other 24 were either Texas state flags or the Stars and Bars of the Confederacy!



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MINI REVIEWS (Cartoon illustrated) Great for Weekend section or entertainment pages. Issued weekly. Camera-ready. Our 6th year. Cinemat Syndicate, 7 Charles Court, Middletown, NY 10940. (914) 692-4572.

### REAL ESTATE

HOUSE CALLS—Citation for recent national award says "entertaining format, concise, solid writing skills and a wealth of real estate knowledge." 6th year, major dailies. Edith Lank, 240 Hemingway, Rochester NY 14620. (717) 271-6230.

### RECORD REVIEWS

RECORD REVIEW—Keep your readers informed. Everyone buys records!!! Contact: Imagine Magazine, PO Box 2715, Waterbury CT 06720. (203) 753-2167.

### WEEKLY

"BOOTSTRAPS" is basic. It's an interesting, competitive, habit-forming, 800 words of creative entertainment and cultural motivation for self-improvement. \$5 per week, 4 weeks free. Elm Hollow Syndicate, Box 403, Livingston Manor NY 12758.

VOICE FROM THE WOODS. 500 word comments by a modern Thoreau. Samples. Walter Gormly, Mt Vernon IA 52314.

## EDITORS CONSULT THEIR SOURCE AT THE ASNE CONVENTION!

America's newspaper editors will meet in Washington DC, April 7 to 10, and E&P is the source they will consult. The April 5 issue of E&P will be distributed at the convention, giving editors from all over the country the opportunity to consult their source for news of the newspaper industry . . . and, their source for employees, services and features—E&P Classifieds!

Reserve space now for your ad in the April 5 issue of E&P. The deadline for classified advertising in that issue is Tuesday, April 1 at 4 pm (NY time).

### E&P CLASSIFIEDS

(212) 752-7050

or in Chicago

(312) 565-0123 (before 12 noon)

## ANNOUNCEMENTS

### GRADUATE PROGRAMS

M.S. IN COMMUNICATION—Journalism and radio-TV. Assistantships and fellowships available. Welcome applications from those without journalism background. Apply by March 31 to Department of Communication, Utah State University, Logan UT 84322.

### NEWSPAPER APPRAISERS

APPRAISALS FOR ESTATE TAX partnership, loan depreciation and insurance purposes. Sensible fees. Brochure. Marion R. Krehbiel, Box 89, Norton, Kans. 67654, or Robert N. Bolitho, Box 7133, Shawnee Mission, Kans. 66207.

### NEWSPAPER BROKERS

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WHITE NEWSPAPER SERVICE  
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Specializing in the best southern markets.  
12 Cutler Dr., Savannah, GA 31405, (912) 925-8666, day or night.

KREHBIEB-BOLITHO, INC.  
Over 500 sales in our 30 years.  
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MARION R. KREHBIEB, "Norton office,"  
PO Box 88, Norton KS 67654, Office (913) 877-3407

ROBERT N. BOLITHO, "Kansas City Office,"  
PO Box 7133, Shawnee Mission, KS 66207, Office (913) 381-8280.

BILL MATTHEW COMPANY conducts professional, confidential negotiations for sale and purchase of highest quality daily and weekly newspapers in the country. Before you consider sale or purchase of a property, you should call (813) 733-8053 daytime; (813) 446-0871 nights; or write Box 3364, Clearwater Beach, FL 33515. No obligation, of course.

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IN ADDITION to the help in buying we afford continuing service in making your efforts successful. LEADERSHIP BROKERS ASSOCIATES CO., INC., PO Dr. 12428, Panama City, FL 32401.

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(205) 973-1653

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Newspaper brokers and appraisers. Write or call for free consultation. 47 Edgewood Dr., Cherry Hill, N.J. 08003. (609) 795-6026.

50 YEARS OF MEDIA EXPERIENCE  
We specialize in radio, TV, weekly, daily and community newspapers. Professional, confidential.

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## ANNOUNCEMENTS

### NEWSPAPERS FOR SALE

OHIO unopposed county seat tri-weekly. Gross \$1.4 million. Central plant. Real estate. \$2.65 million. This is what you're looking for.  
OHIO county seat twin weeklies. \$810M, includes modern building.  
ARKANSAS weekly. \$325M, includes plant and building.  
TENNESSEE long established shopper, money maker. \$708,000.  
MISSISSIPPI county seat weeklies and real estate. \$1,575,000.  
State cash and qualifications.  
JAMES WHITE  
Box 783, McMinnville TN 37110

NEBRASKA HUSBAND-WIFE WEEKLY.—Small town, only paper in rich county. Owner took out nearly \$33,000 last year and business is growing yearly. Asking price is \$100,000 with \$29,000 cash down, liberal terms on balance. Marion R. Krenbiel, Box 88, Norton KS 67654.

INDIANA WEEKLY, quality paper in high growth area. \$200,000 gross with long profit history. Price \$165,000, terms possible. Qualify self first letter. Box 32666, Editor & Publisher.

SMALL paid weekly and medium size shopper. \$200,000 gross. Zone 2. Real estate with rentals available. Rentals will make payments. Buy all or part. Box 33518, Editor & Publisher.

2-AREA monthly free farm paper, established 31 years. Option, terms, owner retiring. Box 1294, Enid OK 73701.

BEST OF BOTH WORLDS is yours as owner of this full coverage upstate New York suburban weekly. Good earnings on \$250,000 gross. Work on river level three miles from major city, live in hills 600 feet elevation 15 minutes from plant. Ideal for outdoors couple seeking good community. Editor-owner retiring. Box 33537, Editor & Publisher.

GEORGIA WEEKLY, 3000 paid, \$65,000 gross in '79, net \$15,000. 29% down, balance 12% interest. Same publisher 6 years.

TENNESSEE weekly, 3000 paid, \$110,000 gross in '79, \$35,000 net, publisher retiring. Great community, near shopping center. 29% down.

ALABAMA weekly, 2900 paid, \$210,000 includes building. Terms.  
ALABAMA weekly, 1800 paid, \$145,000 gross in '79, \$138,000 net, 36,400 non-competitive, legals, same publisher for 20 years. \$50,000 cash and balance financed.

ALABAMA weekly, 16,000, college town near shopping center. Strong on legals, sell for gross of \$50,000, terms.

GEORGIA weekly, 8000 paid, beautiful growing community. Great for husband-wife team. \$42,000 terms.

OKLAHOMA weekly, 9000 paid, \$110,000 buys building, press and newspaper publishing 77 years.

FLORIDA weeklies, group of 4, 69,000 free deliveries. Complete printing plant. 4 unit Color King Press. 5 Compugraphics. Equipment alone worth \$327,000. \$530,000 can be financed.

BUSINESS PUBLICATION, 19,000 select audience. Continuous growth for 7 years. Leader in field, ready for expansion. \$250,000 terms.

FULL COLOR MAGAZINE. Projected revenue for 1980 \$1,320,000. Projected net \$320,000. Nationally acclaimed. \$700,000.

MISSOURI shopper, 24,000 TMC. \$388,000 '79, net \$31,000.

PENNSYLVANIA shopper, 8000 TMC, \$100,000 '79, net \$21,043.

TENNESSEE shopper, 22,000 TMC, \$708,000 '79, net \$113,785.

NEW MEXICO shopper, 25,000 TMC, \$111,000 '79, net \$42,791.

NORTH CAROLINA shopper, 50,000 TMC, \$200,000 '79, net \$5681.

NORTH CAROLINA shopper, 21,000 TMC, \$167,000, gross in '79 \$220,000.

Business Broker Associates  
(615) 756-7635

Death forces ILLINOIS MAGAZINE sale. 5200 loyal, paid subscriptions. Gross \$87,000 in '79. Priced right. Call (618) 439-3893.

A BETTER WAY TO  
PEDDLE YOUR PAPERS  
E & P CLASSIFIEDS!  
(212) 752-7053

## ANNOUNCEMENTS

### NEWSPAPERS FOR SALE

MICHIGAN SUBURBAN weeklies, gross \$300,000, free and paid, growing properties, \$30,000 cash flow. \$250,000. 29% down. 10 years. 9%.  
MISSOURI WEEKLY and shopper, county seat, gross \$375,000, profitable. Price \$250,000 29%, 15 years, 9%.  
ILLINOIS WEEKLY and shopper, exclusive, gross \$196,591 with \$50,000 plus cash flow. With \$60,000 building: \$230,000 terms.  
ZONE 5 weeklies, over 6,000 paid, college town, fine industrial base. Did \$485,000 1979, profitable, includes central plant with 4-unit Goss, Compugraphic. \$1 million on terms.

For information write:  
ROBERT N. BOLITHO  
P.O. Box 7133,  
Shawnee Mission, Kansas 66207

JEWEL WEEKLY in fastest-growing Florida area, grossed \$150,000 with unlimited potential, expansion. Open to serious negotiation with community-minded principals only. State cash qualifications, background in first letter. Box 33586, Editor & Publisher.

### NEWSPAPERS WANTED

CONSIDERING SELLING? Concerned about the tax consequences? Would you prefer to stay on as publisher, or in another role, or retain an ownership interest, or simply retire totally? We can tailor a purchase to fit your desires. No enormous chain, we are interested in profitable hometown newspapers, weekly or daily, grossing between \$350,000 and \$3 million. Confidentiality guaranteed. Box 31314, Editor & Publisher.

IF YOU ARE without competition in your home base, do not have a central printing plant, and have at least 4500 paid circulation, our widely-respected group of community newspapers would like to discuss purchasing your non-daily publication. Flexible arrangements to meet your needs, including your remaining with the newspaper. No paper too large for us to consider. Please send information to Box 31752, Editor & Publisher. All replies kept strictly confidential.

SOUTHERN FLORIDA weekly or small daily. On or near either coast. Desire complete or controlling interest. Box 32575, Editor & Publisher.

WEEKLY NEWSPAPER in small Mississippi or Missouri River town, preferably published in combined office-home. Write Box 32617, Editor & Publisher

WEEKLIES in Nassau County, Long Island, with fair terms to established publisher. Groups or individual papers. Box 33469, Editor & Publisher.

### PUBLICATIONS FOR SALE

TWO MIDWEST SHOPPERS with over 1 million in sales. One manager can manage both publications. Well established, good trade area, very profitable. Write Box 33516, Editor & Publisher.

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... Those individuals, companies, syndicates that know the value of an E&P ad and run with us on a regular basis.

So, be it 12, 26 or 52 times per year, we produce business and profit for these people. We offer you freedom to rotate your copy within our regular deadline times, monthly billing, and the best exposure in the field:

IN E&P CLASSIFIEDS  
Come reserve your place now, in the most effective classified market in the newspaper industry.

E&P CLASSIFIEDS  
(212) 752-7050

## CLASSIFIED ADVERTISING RATES

### LINE ADS

(Remittance should accompany copy unless credit established)

1 week —\$3.10 per line.  
2 weeks —\$2.95 per line, per issue  
3 weeks —\$2.75 per line, per issue  
4 weeks —\$2.55 per line, per issue

Add \$3 per insertion for box service and count as an additional line in copy.

### POSITIONS WANTED

(Payable with order)

1 week —\$2.25 per line  
2 weeks —\$2.10 per line, per issue  
3 weeks —\$1.95 per line, per issue  
4 weeks —\$1.70 per line, per issue

Add \$2.00 per insertion for box service and count as an additional line in your copy.

Count approximately 39 characters and/or spaces per line  
3 lines minimum (no abbreviations)

### DISPLAY CLASSIFIED

The use of borders, boldface type, cuts or other decorations, changes in your classified ad to display. The rate for display-classified is \$70 per column inch camera ready, \$75 pub set.

### Contract rates available on request.

### WEEKLY CLOSING TIME

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### Editor & Publisher

575 Lexington Ave., N.Y. N.Y. 10022 (212) 752-7050

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### Order Blank

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Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_

Authorized \_\_\_\_\_

Classification \_\_\_\_\_

Copy \_\_\_\_\_

☐ Assign a box number and mail my replies daily.

To Run: \_\_\_\_\_ Weeks \_\_\_\_\_ Till Forbidden

Please indicate exact classification in which ad is to appear

Mail to: EDITOR & PUBLISHER • 575 Lexington Ave • New York, N.Y. 10022



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When you need to reach newspaper people, you can meet all the people you want to meet—sellers, buyers, employers, job-seekers, services, in the pages of

## Editor & Publisher CLASSIFIED ADVERTISING

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PRESS INSTALLATIONS, rigging, engineering modifications, rebuilding and removal. Single width to 4 plate wide. Bramble Professional Press Engineering, Rt. 2, Box 2285, McAllen, Texas 78501. (512) 682-7011.

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EXPERIENCED NEWSPAPER PROFESSIONALS create circulation and advertising campaigns that work for you at In House. It pays to use In House as your promotion and marketing department on an "as needed" basis. We'll do your strategic planning and finished campaigns for in-paper, billboards, radio, television—as well as media planning. Want to build classified? We have proven campaigns for Help Wanted, Automotive, Real Estate and Personal. Also campaigns and support material that generate extra lineage with sales events, circulation builders, contests, carrier recruitment and community involvement. In House helps you compete with the majors at a price you can afford. Give us a call to see how we can help you generate extra revenue and circulation.  
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2 West 45th St. 7th Fl. N.Y. N.Y. 10036

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KAMERAK SQUEEZE LENSES  
Variable lenses 0 to 8%. Fixed lenses up to 12%. Compare our quality and service.  
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FOR SALE Digital PDP 8/E 4K core memory. Includes 1 OF 32 disk unit, 2 high speed readers (6 or 8 level), 1 punch (6 level), 1 ASR 33 Teletype, PAL-D, 4K Fortran-D, Focal and Diagnostics on paper tape. Under service contract till use discontinued. Asking \$6000. Call (313) 242-1100.

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QWIP 1200 series transceiver less than 6 months old. Like brand new. \$1150 firm. (312) 543-2307.

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CUTLER-HAMMER conveyors and spare parts. Also new Crabtree conveyors and spare parts.  
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NEWSPAPER SIZE Cheshire and Magnacraft Labeling Machines with single wide or computer print out multiwide label heads. Plastic strapping machines. Ed or Scott Helsley, in Texas call (214) 357-0196, others call (800) 527-1668.

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M-M EM-10 Inserting Machine with 2 or 3 insert stations. Factory rebuilt and guaranteed.

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### EQUIPMENT & SUPPLIES

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MULLER-MARTINI 227E inserting machine, 2 or more stations. Contact W.R. Stahler, PO Box 150, Napa CA 94558. (707) 226-3711.

SHERIDAN 48 P inserter.  
SHERIDAN 24 P inserter.  
1 Muller 227 inserter with 4 stations.  
1 Muller 227 inserter with 3 stations.  
1 KANSA inserter, 3 stations.  
1 KANSA inserter, 2 stations.  
STA-HI 257 counter stacker, 4 years old.  
CUTLER HAMMER Mark IV counter stacker.

CHESHIRE labeling machine.  
All machines in excellent condition. Our firm will install in your mailroom and train your personnel.

Call or write:  
GRAPHIC MANAGEMENT ASSOC., INC  
Newspaper Mailroom Systems Division  
11 Main St. Southboro MA 01772  
(617) 481-8562

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DUE TO THE  
JOINT OPERATING AGREEMENT  
THE CINCINNATI POST  
HAS THE FOLLOWING ITEMS FOR SALE  
Harris VDTs 1100—only 4 available.  
Several transformers  
ECRM #1800 scanner system.  
Mark II stacker and spare parts.  
Miscellaneous mailroom conveyors.  
Hoe colormatic spare parts, etc.  
If interested: Call Ted Feldmann, Assistant production Manager, (513) 352-2045, Monday through Friday.

EXTEL reperforators, mint condition, sacrifice sale \$650. Ralph, Moneysworth, (800) 223-9800.

#### NEWSPAPER RACKS

FOR SALE—200 Leico machines, good to excellent condition, ranging \$50-60. Contact Mr. Boyers at (813) 748-6666.

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CLASSIFIEDS  
. . . We Bet  
You'll Be  
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If your game is equipment, products, services or systems used in newspaper production (or if you're a publisher with surplus equipment on your hands) E & P Classifieds are your best bet to make (or save) some easy money.

E & P's Help Wanted ads reach the industry people you are looking for to fill that open position at your paper. And, Position Wanted advertisers tell us that E&P Classified ads get results!

Call us today to reserve space in our next issue. Ask about our low contract rates!

E&P CLASSIFIEDS  
You Can Bet On Them!  
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## EQUIPMENT & SUPPLIES

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NEWSPRINT ROLLS—Basis 30 lb steady supply, prompt shipment from inventory, delivered price on request. Brookman Paper Corp., 350 E. 54th St., New York NY 10022. (212) 688-3020.

OFFERING  
NEWSPRINT  
Write us after February 1 for remaining spot-edited 2nd quarter availabilities. Box 32034, Editor & Publisher.

NEWSPRINT ROLLS all sizes. BEHRENS Pulp & Paper Co. 3305 W. Warner, Santa Ana, CA 92704. (714) 556-7130.

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MAKING market in Mark I, II, III Photopacsetters. The Lookout, POB 205, Hopewell Junc NY 12533, (914) 226-4711.

TWO COMPUGRAPHIC Videoreader I's includes spare parts kit; spare reader, One (1) Sans No. 1 and Two (2) News No. 6 grids. Any reasonable offer accepted. Call Rod Abare, (315) 782-1000.

CASH FOR MARK I, IV, V  
PACESETTERS  
(614) 846-7025

COMPUGRAPHIC I, \$3300; Compugraphic II, \$4500; 12 fonts, \$500. Both \$7500. Call (516) 484-4477.

1 COMPUGRAPHIC Unisetter HR, 6 months old with on line data input \$15,500. 1 Compugraphic Onlined Composer, 1 year old, with expanded memory, on line dataport and mini disk readers, interface and cable, \$12,500. Contact: D. Gings, The Journal, 305 Massabesic St., Manchester NH 03103. (603) 668-7330.

### COMPUGRAPHICS

7200—\$2800. Compuwriters—\$4000. 2961—\$2300. Keyboards—\$1200. Justwriters, FHN Business Products, Church Rd., Mt. Laurel, N.J. (609) 235-7614.

2-SINGER 8200 Photomix, including fonts. 2-8202 recorders with readers. 3-9400 VDTs. Best offer. Call (513) 542-8833, Marilyn.

COMPUGRAPHIC VIDEOSETTER SYSTEM 1 Videosetter universal with 20 grids. 1 Unified composer with paper tape punch.

1 UniScan, sold as system or separately. Contact Dan Whittier, 3108 West Lake St., Minneapolis MN 55416. (612) 929-0691.

V-I-P 7245-3AB with spare parts kit; good condition; immediate; priced to sell. OberGraphics (617) 682-1139.

COMPUWRITER I—2800 with spare parts kit. 4961 TL with wire stripper and tab and indentKit-2500. 7200 LR 2000. 7200 HR-2500. 2 AKI keyboards, good condition. (609) 854-4200.

COMPUWRITER II Jr TG model #01194, serial #5002, with 6 fonts for sale. Upgraded and in excellent condition. Kodak Ekamatic processor, model #214K, serial #26503, also for sale. Package price \$3400. Call Roger Miles (617) 746-5555.

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GOSS URBANITE equipment. We own and offer complete presses, units, folders, and up formers. Very easy delivery. Used or remanufactured. O.N.E. Atlanta, Ga. (404) 321-3992, Telex 700563.

GOSS SUBURBAN FOLDER—Also ¼ folder for Goss Suburban. Contact: D. Gings, The Journal, (613) 668-7330.

CAPCO portable ink fountains. Wood portable ink fountains. Goss portable ink fountains. Hoe ink boxes. Hoe color convertible press 22½, 4 units with 2:1 double delivery folder. We have in storage spare parts for Hoe color convertible presses. Two Cline reels, and pasters in self-contained framing. Running belts, side lay, etc. Suitable for publication or newspaper press. Paper roll dollies and track.

NORTHEAST STORAGE & INDUSTRIES  
(213) 257-7557

5-UNIT Web Leader used only 11 months. Lack of newsprint forced shutdown. 20,000 pph, easy to run. Buy for 60% of new price. Financing possible. Box 32678, Editor & Publisher

## EQUIPMENT & SUPPLIES

### PRESSES

4 UNIT URBANITE, complete, 2 years old, Suburban ½ x ¼ folder available immediately. Modiflex distortion camera, 20 x 24. Cottrell V15-A 4 unit ½ x ¼ folder with 4 roll stands and counterweight, 1970. Cottrell V15-A 4 unit, 1969 2 units, 1972 2 units, ½ x ¼ folder, 4 roll stands and electric hoist. Call (617) 475-3210.

HARRIS V 25, 4 or 5 units, JF 4 ¼, ½ double parallel folder with cross press, upper balloon former, accumulator. New approximately 1971. Will set as complete press or individual components. IPEC, INC. 401 N Leavitt St, Chicago IL 60612. (312) 738-1200, Telex 25-4388.

### CONTINENTAL PRINTING MACHINERY

We sell presses as is, or reconditioned. Move your press, install and train on all makes and models web offset and letterpress. 25 years experience. CONTACT: Ken Langley

7881 Mastin, Ste 201  
Overland Park KS 66204  
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COTTRELL V-22, 4 units, JF-4 folder with double parallel.  
Cottrell V-25 folders, JF-1.  
Cottrell V-25, 4-10 units.  
Cottrell cross drive assembly.  
Cottrell Vanguard V-15, 2 units.  
Fairchild Color King 5 Units, 1968.  
Goss Community add-on units, 1969-76.  
Goss Suburban 1500 series folders.  
Goss SU folder, double parallel.  
Goss Suburban, 8 units.  
Goss Suburban add-on units.  
Goss SC folders.  
Goss folders: Urbanite, Suburban, SU, Community.

Goss Urbanite folder, 1970.  
Goss Urbanite ¼ folders.  
Goss 4, 6, 8-position roll stand.  
Gregg flying imprinter 22½".  
Fincor motor and control 40 and 75 HP.

WANTED: Newspaper equipment and complete plants.

### IPEC, INC.

401 N. Leavitt Street  
Chicago, Illinois 60612  
(312) 738-1200 Telex 25-4388

GOSS SC FOLDER, 40 HP.  
Goss Suburban "1000", 4 units.  
Fincor 50 HP, 60 HP motor and drives.  
Harris V-15A, 6 units, 2 folders.  
Harris V-15A unit.  
Color King, 4 units.  
News King, 3 units and 4 units.  
Kansa inserter, 4 stations, "2 up" model.  
O.N.E., Atlanta Ga.  
(404) 321-3992 Telex 700563

4 Web Community folder, 20 HP motor, 11134 Sepulveda Blvd, Mission Hills CA 91345, (213) 361-7351.

COTTRELL V-15A, 3 units, JF 7 folder  
Cottrell V-15A add on unit  
News King 2 units/folder  
Cottrell 2 position V-15A roll stand  
Cottrell 4 position stacked roll stand  
ATF sheet-22½ cutoff  
Butler splicer model 4042A  
INTER WEB SYSTEMS  
1836 Woodward St  
Orlando FL 32803  
(305) 896-4330 Telex 56-7471

22½" CUTOFF GOSS HEADLINER, 4 units  
2 half decks, 2 to 1 folder, available now.  
21½" cutoff in Coloromatic, 3 units, 2 half decks, available now.  
4 Wood Autopasters.  
2 new Goss web width cut down kit.  
22½" cutoff Hoe color convertible 4 units, available now.  
Goss Suburban, 2 units, and folder.  
3 Wood single width reel tension pasters available now.

Now in our warehouse cleaned and painted or rebuilt.

4 unit Harris V22.  
3-1 unit Harris V22, and folders.  
4 unit Harris V15A.  
4 unit Merghathaler.  
1 Gregg imprinter.  
8 unit V15A.  
5 unit V15A.  
6 unit Community SC folder, oil bath.  
1 unit Community and folder, oil bath.  
4 unit Community and folder, oil bath.  
4 Suburban.  
Suburban add-on units.  
Urbanite, various.  
BRAMBLE PROFESSIONAL PRESS INC.  
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## EQUIPMENT & SUPPLIES

### PRESSES

NEWS KING, 3 unit press with folder. Excellent condition.  
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Inverted Urbanite Balloon Former, located Kansas City Area.  
Baldwin 641 water levers.  
Baldwin 221 Automixes.  
15 H.P. Cutler-Hammer Motor.  
Accumulator Paster.

4-unit News King, 1966, excellent press, located New Jersey, available now.  
4-unit Color King, located Louisiana, available now.

5-unit V-22, 1970, located Wisconsin, available Spring 1980.  
4 web, 8 roll, double width roll stand, will handle 45" diameter rolls, 62" wide. Equipped with 5 tension and infeed arrangements with controls on operator side. Manufactured 1974.  
We can arrange a turnkey operation to your complete satisfaction.  
For more information:

Inland Newspaper  
Machinery Corporation  
105th & Santa Fe Drive  
P.O. Box 5487  
Lenexa, Kansas 66204  
(913) 492-9050 Telex 42362

FOLDERS for 19% Hoe Man Cottrell. Some ¼ fold, some double parallel with chop stitches. (213) 885-5995, 9745 Delico, Chatsworth CA 91311.

2 UNIT GOSS COMMUNITY press—oil  
TWO COMPLETE PLANTS  
2 unit Goss Community—grease, platemaker, camera & auxiliary equipment.  
2 unit Goss Community—oil platemaker, camera and auxiliary equipment.  
Contact: Ken Langley  
Continental Printing Machinery, Inc.  
7881 Mastin Dr.  
Overland Park KS 66204  
(913) 432-8276

5 UNIT GOSS MARK I Headliner, press #2206, Goss DiLitho, 2:1 folder, 22½" cutoff, 90" plate stager, 40" diameter rolls, 60" web, 52,000 IPH, Beach saddles, compression lock-up, 5 angle bar nest, 4 semi-automatic and 1 automatic reel, Baldwin autormix and recirculating system, plate bender and punch. Available June 1, 1980. Can be seen in operation. Box 33612, Editor & Publisher.

WOOD SINGLE DELIVERY 3:2 Folding machine, double width, 22½" cutoff, with substructures, 1957.  
Goss Headliner, 22½", 1963, 6 units, Di-Litho, with color decks.  
Goss Headliner, 22½", 1957, 4 units, single delivery folder, with color decks.  
Goss Unitube Folders, balloon, roll arms. Can be used on offset presses.

Two 60" Capco Rewinders.  
Two Wood Reel, Tension and Pastors.  
Three R. Hoe Reels/Tensions.  
4 Unit Goss Suburban.  
Two Cynaflex 1523-9 Processors, with auxiliary platemaking equipment.  
30 x 40" Arc Non-stop Flip Top.  
2:1 Hoe Double Width Anti-Friction Folder, 23½" cutoff.  
Hoe 2 Tier, 4 position Double Width Roll Arms.

Goss Urbanite Roll Stand, lower tier, 2 positions.  
Two 30 H.P. Drives for Goss Suburban, includes consoles.

UNIVERSAL PRINTING EQUIPMENT CO  
P.O. Box 455  
Lynchburg, VA 21, 07071  
(201) 438-3744

2 1972 DAILY KING add on units with roll stands.  
1 Reconditioned Color King folder with 30 HP GE drive.  
Call or Write:  
CONTINENTAL PRINTING MACHINERY  
7881 Mastin St, Ste 201  
Overland Park KS 66204  
(913) 432-8276

LETTERFLEX I System, complete with plate punch and bender. Machine #49. Excellent for back up.

FIVE UNIT SCOTT press, with two color presses, portable color fountains, ink suppression system, double 3:2 folder, 22½" cut off and Cline tension reels. Will sell complete or will part sells.

This equipment may be seen in operation any day, and will be available after May 15th. Call or write Dan Kirkovich, Macomb Daily, PO Box 707, Mt Clemens MI 48043. (313) 469-4510.

## EQUIPMENT & SUPPLIES

### PRESSES

FIVE UNIT Fairchild News King with Color King folder. Printed quality daily until merger in January. \$50,000. Also have all press-camera, plate equipment. All for \$60,000. Located in Minnesota. J.V. Brenner, PO Box 4199, Napa CA 94558. (707) 253-7383.

### WANTED TO BUY

GOSS COMMUNITY OIL BATH with SC folder unit separate. Box 1983, Editor & Publisher.

NEED 1500 SERIES GOSS SUBURB.  
4 to 6 units.  
BOX 200, EDITOR & PUBLISHER

### LATE STYLE

COTTRELL V22/25 AND 845  
BOX 273, EDITOR & PUBLISHER.

CHESHIRE and Phillipsburg any condition. Call collect Harb (201) 289-7900 A.M.S., 1290 Central Ave., Hillside, NJ 07205.

MAKING market in Mark I, II, III Photopacsetters. The Lookout, POB 205, Hopewell Junc NY 12533, (914) 226-4711.

PRINTERS DRAWERS and wood type, any quantity. Contact: Ken Langley, Continental Printing Machinery, Inc., 7881 Mastin Dr., Overland Park KS 66204, (913) 432-8276.

### WE PAY TOP CASH PRICES FOR

IBM Composers; Compugraphics and A&M typesetters, also Phillipsburg inserters and Cheshire or Kirk Rudy labelers, regardless of age or condition. We assume all transportation and pick up costs. Phone toll free (800) 521-5586 or in Michigan (313) 865-7777.

SC FOLDER and Community units with 40 HP or more motor.  
(213) 361-7351

WANTED—2 Compstar 191s. 8K, with interface to PDP 11/70 if possible. Contractors Daily (206) 622-7053, Don Sirkin.

60" SHEET OFFSET, preferably stream fed. (213) 885-5995. 9745 Delico, Chatsworth CA 91311.

IBM COMPOSER, IBM ESC, IBM fonts, IBM; Heidelberg, N. Gregory, 343 Clive Ave., Oceanside, NY 11572. (516) 764-2250.

# Help Wanted...

### ACADEMIC

ALASKA'S ONLY 4 year journalism degree program needs an assistant professor to teach courses in news-editorial sequence and advise weekly laboratory newspaper. Must have MA in journalism plus at least 4 years solid professional experience. Starting salary approximately \$22,500 to \$24,000 for 9 month academic year beginning August 25. Write for details. Enclose resume, references to Professor Jimmy Bedford, Department of Journalism and Broadcasting, University of Alaska, Fairbanks AK 99701. Closing date April 25 or until filled after that date. Women and other minorities encouraged to apply. The University of Alaska is an equal opportunity, affirmative action employer and educational institution.

PERSONS WITH EXPERIENCE on advertising staffs of newspapers, radio, or television stations are urged to apply for professional rank position. PhD required for professional appointment; MA for lecturer. Will teach courses in ad procedures, print and broadcast copywriting, media buying and ad sales. Position starts August 18, 1980. Closing date April 1, 1980. Send resume to Search Committee Chairman, Department of Journalism, California State University, Fresno CA 93740. An Equal Opportunity Employer.



## HELP WANTED

### ACADEMIC

#### PUBLIC RELATIONS

##### TEACHER

Practitioner-in-residence for public relations sequence in progressive, developing university department of journalism. Grant position requires broad knowledge of all aspects of corporate public relations, including media relations, and some teaching experience at college level or in management and/or professional development institutes or seminars. PhD preferred, MA/MS required; APR highly desirable. Minimum \$24,000 for nine months. Higher salary and rank dependent on qualifications to teach courses in mass media and public relations. Department has 155 majors, student chapters of SPJ/SDX, PRSSA and Florida Public Relations Association. Florida A&M University, an historically black institution, is an equal opportunity/equal access institution. Address letter with resume and supporting materials, including references, to Robert M. Ruggies, Director of Journalism, PO Box 14, Florida A&M University, Tallahassee, FL 32307, by April 14, 1980.

UNIVERSITY OF IDAHO seeks assistant professor to teach mass communication, public and advertising relations courses beginning Fall semester 1980. Experience with broadcast news or photo-journalism desirable, not required. Tenure track position, salary competitive. Area offers gracious living near Canada, within driving distance of coast. Send letter, names and phone numbers of references, resume to Don H. Coombs, director, School of Communication, University of Idaho, Moscow ID 83843 by April 18. The University of Idaho is an Equal Opportunity/Affirmative Action Employer and Educational Institution.

JOURNALISM FACULTY position available. Masters degree in journalism and media experience preferable. Teach mass communications, reporting and news writing, and copy editing. One class freshman composition and possible photography. Advise student newspaper. Schedule for salary. Send letter and resume with credentials to Sinclair Orendorf, President, Northwest Community College, Powell WY 82435.

PROFESSIONALLY-ORIENTED Journalism Program seeks person with experience in news-editorial work to teach undergraduate courses in reporting, introduction to mass media, editorial writing, and media and society. Temporary position starting Fall 1980 (August 18). Must have MA degree and experience in newspaper or broadcast news. Closing date April 15, 1980. Send resume to Search Committee Chairman, Department of Journalism, California State University, Fresno CA 93740. Equal Opportunity Employer.

DIRECTOR, SCHOOL OF JOURNALISM Administrative/Academic leader to direct and coordinate degree and non-degree education program. Knowledge and experience in multiple areas of mass media preferred. Ability to blend academic and professional interests a specific requirement. Write Search Committee, School of Journalism, University of Southern California, University Park, Los Angeles, CA 90007.

MISSOURI JOURNALISM assistant professor, M.A. to direct school's business journalism program, including INGA-Missouri mid-career workshops and competitions and Davenport Fellows program, and teach undergraduate journalism education courses in business reporting. Send letter, resume to Professor Dale Spencer, School of Journalism, University of Missouri, Box 838, Columbia MO 65205. UMC is an equal opportunity employer.

COMMUNICATION (Journalism and Speech Communication). Assistant Professor (full time, tenure track) to chair department/teach, beginning September 1980. Four years teaching journalism/liberal arts. MA required, PhD preferred. Deadline April 7, 1980 for letter of interest, resume (vital), 3 references to: Provost, Whitworth College, Spokane WA 99251. Equal opportunity employer.

### ADMINISTRATIVE

MAJOR DAILY in Zone 8 is searching for an employment manager to recruit, evaluate and refer applicants for all job analysis, testing, record systems and communications are vital. Send your resume to Box 33512, Editor & Publisher.

## HELP WANTED

### ADMINISTRATIVE

ASSISTANT PUBLISHER—Heavy retail sales experience/business background. Run Fort Lauderdale entertainment magazine. \$300 per week. Send resume and letter to Good Times, 1400 E. Oakland Park Blvd, Ft Lauderdale FL 33334. Interview necessary.

GENERAL MANAGER—11 year old Long Island entertainment magazine. 5 years experience, heavy knowledge sales, finance, production, editorial. Detail person, organized and aggressive. Oversee 35 employees in 2 states, help launch new magazines. Looking for \$1 million gross in 1980. Benefits: \$25,000 per year salary, bonuses, 3 weeks vacation, health insurance. Resume: Good Times, 230 Arlington Cir, East Hills NY 11548.

GENERAL MANAGER needed for commercial web offset plant in Zone 1. Applicants should have solid sales experience. Resumes should include salary requirements and be sent to Box 32667, Editor & Publisher.

MANAGER for display, classified and circulation for dynamic, quality weekly group itching to grow. Tag along with us with experience. Call Hamilton Meserve (914) 677-8241.

### AUDITOR/CORPORATE

\$20,000

A Virginia based diversified communications company with newspaper, radio, television and cable television operations offers challenging career opportunity as a Corporate Internal Auditor. This newly created and highly visible position offers tremendous potential for advancement in our rapidly expanding company.

Applicant must be able to work with all levels of management while reporting to the Board of Directors. Two years of public accounting experience along with ability to plan and supervise own audits are required. CPA and exposure to EDI auditing are pluses. 35% travel which includes assignments to San Diego, San Jose and Las Vegas; competitive benefits package. Send resume and salary history to Mrs Lynn Speers, Landmark Communications, Inc. 150 W Brambleton Ave, Norfolk VA 23501. Equal opportunity employer.

### GENERAL MANAGER

Ohio publications group needs manager for PM daily. Complete responsibility to profit and loss. We're looking for a highly motivated individual whose responsibilities can grow with our company. Resume, salary requirements and availability to Box 33623, Editor & Publisher.

### CREDIT MANAGER

Position open in central New Jersey for a credit manager experienced in both transient and display collections. Resumes should include salary requirements and be sent to Box 33601, Editor & Publisher.

### ADVERTISING

#### ADVERTISING DIRECTOR

Zone 3 daily and Sunday newspaper is seeking an individual who is strong in sales, marketing and motivation to head its advertising department. They should have experience in both retail and classified advertising, promotions, recruitment, training, budgets and MBO. This position will be open April 1, 1980. This is an excellent opportunity for the right person. If interested, send resume, salary, along with resume and salary requirements to Box 32560, Editor & Publisher.

SALES REPRESENTATIVE needed immediately for expanding nationwide known advertising feature. Area includes Illinois and Iowa. Newspaper background helpful. Salary \$13,200 plus \$6000 for expenses. Travel necessary. Responses confidential. Address replies to Personnel Department, PO Box 8024, Charlottesville VA 22906.

DISPLAY ADVERTISING salesperson for a going shopper in the growing West. Zones 8 or 9. Good opportunity for a can-do self-motivator. (916) 920-0920.

AGGRESSIVE ad manager needed for central Illinois weekly newspaper group. Supervise one part-timer. Protected market area. Only competition is from FM radio. Salary plus commission. Group has growth plans and person we hire must be capable of sharing growth load, decision making. Box 33422, Editor & Publisher.

## HELP WANTED

### ADVERTISING

BI-WEEKLY Long Island entertainment magazine, 11 years old, seeks sales manager with 3 years experience. Duties: coordinate 6 top salespeople, sell key retail accounts, oversee trainee program. Benefits: \$23,000 per year salary plus overrides, 2 weeks vacation, health insurance. 1979 Bonus: \$7500, goal \$1 million. Resume: Good Times, 230 Arlington Cir, East Hills NY 11548.

### ADVERTISING SALES DIRECTOR

We are western New York's leading daily newspaper, the 29th largest in the nation. The individual we are seeking will be responsible for all divisions of display and classified advertising. Publishing daily and Sunday, we are building on a sound circulation and advertising base and are looking for someone to further develop a good staff and innovative sales plans for the future. Proven managerial and marketing experience, including project organization and evaluation, sales personnel, is essential. Background in retail, general and classified is important. Excellent pay, fringes and working conditions. All replies treated as confidential. Send resume and salary requirements to Richard K. Feather, Vice President, Buffalo Evening News, 1 News Plaza, Buffalo NY 14240, or call (716) 849-4535.

### ADVERTISING SALES

New publisher—new commission plan—immediate opening! Minimum of 2 to 4 years experience needed. Good base pay plus commission for mid-teens earnings. Apply to W. Nelson, Ad Director, Daily Gate City, 1016 Main, Keokuk IA 52623, (319) 524-8300. Replies held in confidence. Call toll free from Iowa (800) 472-6003; from states touching Iowa (800) 553-7082.

### ADVERTISING SALES

Lung cancer deprived us of an incredibly productive display sales executive, Hearst-trained during the Great Depression. Tough act to follow, but if you can produce \$5M or more in new business, by making up to 100 phone calls a day to pick up ads out of several contiguous daily and weekly competitors in highest income area of Nation on West Coast into our \$2.5M a day four weekly group, you're worth \$5M a year plus \$5M or more in bonuses, commissions, vacations, and many other benefits. This pay level only on proof of pudding on past, present and future jobs. She also produced a 100-page tab Centennial special edition containing \$30,000 in ads in 30 days with a fresh staff assisting. Can you match that? Blue ribbon partially paid full coverage hometown community newspapers can show huge conglomerate competitors how to achieve leadership in six cities, compared with their 40-55% paid coverage of same areas.

We are a quality dedicated open shop operation.

Also interested in a powerful circulation promotion manager who wants to earn above levels or more and can prove ability to bring it in. Write Box 32716, Editor & Publisher.

A SUCCESSFUL and fast growing national weekly published from New York, catering to a highly professional and affluent market, needs an experienced person to set up a strong promotional campaign to go after national and cooperative advertising. Box 33489, Editor & Publisher.

ADVERTISING DIRECTOR for 30,000 PM daily in university community. Outstanding career opportunity for energetic, bright individual with proven experience in management and marketing. Send resume to Publisher, Daily Progress, PO Box 1287, Charlottesville VA 22902.

DISPLAY MANAGER—Medium size, Zone 5, ABC daily publication seeks an aggressive marketing person to direct and train display representatives. This individual should desire and have the potential to become a Vice President in 2 to 4 years. Middle \$20s, excellent benefits and superb product to sell. Send resume to Box 33599, Editor & Publisher.

AD MANAGER/SALES for profitable, fast growing WEEKLY. Must be aggressive, experienced, capable of motivating sales staff. Excellent fringe benefits and earnings of \$25,000 first year. Send resume and salary history to J. Director in 2 to 4 weeks. Rochester WEEKLY, 821 Third Av SE, Rochester MN 55901.

## HELP WANTED

### ADVERTISING

ADVERTISING MANAGER—Train for general manager position while running ad staff. Perfect for person with right attitude and experience. Clean community near Houston, Texas. Smith (713) 592-2626.

GROUP OF WEEKLIES in Northern Arizona looking for experienced display advertising sales person who can aggressively promote exciting marketing plan that combines high penetration with intensive readership. High salary, incentive bonuses and outstanding array of benefits offered by one of nation's fastest growing newspaper chains. Send resume and references to Tom Keefe, Northlander, 317 N Humphreys St, Flagstaff AZ 86001.

AD MANAGER for daily and 8 weeklies. Must also handle accounts. Call Al Swartzell (316) 321-1120.

### ADVERTISING DIRECTOR

Move to the Black Hills of South Dakota and direct the advertising department, classified, art and promotion departments of an excellent growing newspaper. Send resume, salary and personal objectives to J.W. Swan, Rapid City Journal, PO Box 450, Rapid City SD 57709.

### MARKETING DIRECTOR

Become a part of the management team of a 22,500 PM Indiana daily newspaper. Exciting challenge for an experienced manager with a top-notch track record. Responsible for direction of operations of all advertising, promotion and circulation functions. Salary and benefits are outstanding. Nationally acclaimed community of 35,000 with splendid environment for family living. Call or write Bob Nicolson, The Republic, 333 Second St, Columbus IN 47201, (317) 372-7811.

RETAIL AD MANAGER (1), Classified Ad Manager (1), Book Review Editor (1), 2 College grads with 3 to 5 years experience. San Francisco Bay area daily, Tuesday-Sunday. Send data sheet: Forrest Deaver, Post Newspaper Group, 630 20 St, Oakland CA 94612.

### NATIONAL ADVERTISING MANAGER

Zone 5 major metro daily and Sunday newspaper is seeking an individual who is strong in management and sales to head our national advertising department. Must be a college graduate and be thoroughly experienced in national advertising department management. Excellent pay, fringes and working conditions. This is an excellent opportunity to win with a winner. All replies confidential. Box 33561, Editor & Publisher.

### ADVERTISING SALES MANAGER

Worcester Magazine, a four-year-old weekly in Massachusetts, needs a sales manager with leadership abilities. Must be able to sell more than sell. Must be able to lead others. Perfect opportunity to grow with company that has doubled sales every year since founding. Compensation will reflect experience and ability. Write: Mr Kaplan, Worcester Magazine, 25 West St, Worcester MA 01609.

### RETAIL ADVERTISING

#### SALES REP

Immediate opening for an ambitious retail advertising sales representative with a proven track record of sales success. This is a challenging position and we seek a person who is on the way up and interested in career growth and development. We offer an excellent base salary and incentive plan with a fine fringe benefit package. In addition you will be representing one of America's finest daily metropolitan newspapers. If you can sell on a highly personal level and are not intimidated about working hard to attain our goals, send a comprehensive resume to Dom Cassano, Retail Advertising Manager, Tampa Tribune-Times, PO Box 191, Tampa FL 33601.

WESTERN MICHIGAN newspaper is seeking a sales-oriented person to head an advertising staff of 6. Aggressive style and organizational skills are top priorities. We are a solid, very progressive small daily with a variety of products and services and room to grow. Our company's track record reflects innovation, pioneering and flexibility. Salary is competitive, and we have an excellent fringe benefit program. Live in a desirable area in a city with a great industry base. Reply to The Daily News, 109 N Lafayette St, Greenville MI 48838, Attention: Larry Carbonelli.



## HELP WANTED

### ADVERTISING

AD MANAGER for 6000 circulation daily, must also handle accounts. Call Mr. Swartzell, El Dorado (Kans.) Times, (316) 321-1120.

WEEKLY CHAIN in Zone 2 requires aggressive, experienced sales manager. Box 33619, Editor & Publisher.

### CIRCULATION

ZONE 5 DAILY, 11,500, wants to grow and needs an aggressive circulation director who works well with staff and carriers, is excited by promotions and likes to organize. Located in a university town with a market of unlimited potential. Group affiliation means this position could be a foundation for a future. Send full resume, references and salary expectation to Box 33493, Editor & Publisher.

ASSISTANT CIRCULATION MANAGER for Northern California daily newspaper. Requirements include proven record of sales and service. Excellent salary and benefits. Send resume with educational background and work experience in confidence to Box 33452, Editor & Publisher.

### DISTRICT MANAGERS

Growth opportunity with a newly organized circulation department. Knowledgeable in recruitment of Little Merchant and adult carriers, training, motivation, leadership and strong in sales. Excellent opportunity in one of the finest areas in the country (Zone 3). If you are concerned about your future, send complete resume including salary requirements and references in confidence to Box 32559, Editor & Publisher.

10,000 AM DAILY in rural Zone 2 market looking for shirt sleeve circulation director. Must be carrier-promotion minded individual who can motivate and supervise. \$11,000 starting salary with lots of growth potential. Also excellent benefit package and profit sharing. Send resume to Jim Towney, VP-Business Manager, The Daily Review, 116 Main St., Towanda PA 18848.

GROWING FLORIDA DAILY in 15,000 range seeking circulation manager with experience as manager on similar size newspaper. Submit resume to Box 33433, Editor & Publisher.

### CAN YOU DELIVER?

We need a circulation pro for our large free-weekly and alternate delivery system. Good opportunity in attractive Sunbelt area. Send work and salary history to Box 33533, Editor & Publisher.

CIRCULATION SALES MANAGER for 6-day, over 20,000, central Ohio paper. The person we're looking for may now be circulator for a smaller daily and who is experienced in all phases of circulation. Growth community provides the potential for results and personal growth. Definite advancement possibilities. Good salary and fringes. Send resume to Box 33568, Editor & Publisher.

CIRCULATION MANAGER for 7000 circulation 5-day suburban daily in Zone 6. Fast growing market needs manager with solid sales promotion experience. Opportunity for advancement. Replies confidential. Resume and salary requirements to Box 33593, Editor & Publisher.

CIRCULATION MANAGER—Midwest university city offers an excellent opportunity for experienced circulation manager. Good little merchant plan, fine editorial and advertising product to support an imaginative, aggressive promotion program. Give full details in resume to Box 33536, Editor & Publisher.

CIRCULATION SUPERVISOR—Opportunity at mid-size daily in Zone 9 for circulation field manager to supervise district advisor staff. Salary plus bonus to \$22,000 and excellent benefit package. Equal opportunity employer. Send resume to Box 33608, Editor & Publisher.

CIRCULATION MANAGER for New Jersey weekly chain. Family plan, paid and free distribution systems. Must be take-charge type. Excellent company benefits. Reply to Box 33594, Editor & Publisher.

CIRCULATION DIRECTOR for 5-day Sunbelt daily. Successful candidate must show attitude for promotion. Upper teens earnings for real producer. Rush resume and salary history to Box 33591, Editor & Publisher; or call (405) 341-2289 evenings.

## HELP WANTED

### CLASSIFIED ADVERTISING

EXPERIENCED advertising manager needed for Zone 4, 70M+ daily. Ideally located in the Sunbelt. Must have good track record and be strong on sales training and promotion. Very good company benefits including a bonus plan that recognizes your achievements. Send resume to Box 33589, Editor & Publisher.

### DATA PROCESSING

DATA PROCESSING MANAGER for Zone 9 metropolitan daily. Responsibilities include business and circulation systems. IBM 370 environment with on-line system. Seeking candidate with proven management skills, background in newspaper business systems. Salary commensurate with experience, excellent benefits. Desirable area on West Coast. Box 33535, Editor & Publisher. Equal opportunity employer.

### EDITORIAL

MANAGING EDITOR—Capable person wanted for managing editor slot in growing 15,000 North Carolina daily. Must be able to work with 11-member news staff. Experience a must in daily management, layout, assignment, news judgment. Ability to work with people a plus. Opening immediate. Box 32593, Editor & Publisher.

LOCAL GOVERNMENT REPORTER for Midwest 6-day PM. Some experience preferred but will train the right person. Write or call Lenny Ingrassia, Managing Editor, Dixon Evening Telegraph, 113-15 Peoria Av., Dixon IL 61021. (815) 284-2222.

WANTED: Aggressive business reporter with some experience in editing and dummying. Prefer an oil and gas specialist with familiarity with Rocky Mountain region. Business coverage very important in this fast growing daily and are seeking to improve quality and depth of coverage. Send resume and clips to Joe Russin, Casper Star-Tribune, PO Box 80, Casper WY 82602.

### SPORTS WRITER

#### Pro Teams

Nationally known south Florida daily has an immediate opening for a highly skilled journalist to cover the Miami Dolphins. Individual must have a minimum of 5 years experience on a daily with background in coverage of pro teams preferred. Excellent salary and benefits. Please send resume including samples to Box 33507, Editor & Publisher.

### EDITOR

Opportunity like this may not come again in lifetime of newspaper ready to move immediately into editorship of a small Southern daily and prime fishing and hunting area. Rural farm-related background or agri reporting experience would be helpful. Journalism degree and all-around reporting, editing experience essential. Opportunity to advance in well-known media group. This opening tailored to an individual with initiative, creativity, ideals and dedication to hard work who wants to make his/her mark in community journalism. Few opportunities like this come along in today's media. Box 32703, Editor & Publisher.

## IT'S A CLASSIFIED SECRET!

We've got a secret—and it's strictly classified information! We'll never reveal the identity of an E&P Box Holder, however if you want to answer a Box Number ad, but don't want your reply to go to certain newspapers (or companies), put your mind at ease!

Just seal your reply in an envelope addressed to the Box Holder. Attach a note telling us what newspapers, groups or companies you don't want the reply to reach. Then put the reply and the note in an envelope addressed to E&P Classifieds. If the Box Number you're answering is on your list, we'll discard your reply.

IMPORTANT: We can't return your reply because that would be the same as telling. So don't send indispensable material. Also attach a note each time you want a box holder checked. Don't be like the fellow who told us "destroy this reply and any future replies from me if Box Holder is (name of newspaper)." With the volume of mail handled by this office each day, that's really taking a terrible risk! And if you don't want your reply to be sent to any property held by a group, it's best to list the properties.

## HELP WANTED

### EDITORIAL

OHIO DAILY welcomes applications from newspaper personnel for probable spring, summer openings. Include experience, salary history, references. Box 32691, Editor & Publisher.

SPORTS WRITERS—If you're experienced, solid, accurate and fast enough to handle AM deadline pressure—and have that special flair that sets you apart from the crowd—The Albuquerque Journal would like to review your application. Send resume, clips, salary requirements and professional references to: Paul Logan, Sports Editor, Drawer J, Albuquerque NM 87103.

INTERNATIONAL PUBLISHING firm has immediate opening for a rewrite editor and desk editor. Previous experience in daily newspaper a must. Send resume and salary history to overseas news bureau. Please forward current resume and samples of writing to the address below for Houston interview. SRM, Inc. Box 57

2100 W. Loop South  
Houston TX 77027

45,000 FLORIDA AM in highly competitive market is looking for a few sharp individuals around whom to build a top-notch desk operation. Successful candidates will have desk experience, complete command of the English language, working knowledge of modular make-up and graphics, an ability to work quickly and accurately under deadline pressure. Send resume and salary requirements to Box 33530, Editor & Publisher.

WANTED: An editor who wants to create a truly modern lifestyle section that can appeal to both men and women. We want someone who can write about people, has a flair for reader-grabbing features and is capable to handle the serious subjects as well. Send resume and clips to Joe Russin, Casper Star-Tribune, PO Box 80, Casper WY 82602.

WOMEN'S WRITER, copy editors, reporters wanted. Send resume to Jack Budd, Temple Daily Telegram, PO Box 868, Temple TX 76701.

CITY EDITOR—45,000+ Zone 4 daily, understanding of and experience in managing, ability to plan and execute accurate, fast editing, facile at layout, motivate young, eager-to-learn staff by example and coaching. Dedication to community news pertinent to readers. Box 33541, Editor & Publisher.

### NIGHT ASSISTANT CITY EDITOR

Fast growing medium size daily is seeking an experienced assistant city editor. Ideal candidate must have a minimum of 3 to 5 years previous experience as city editor or assistant city editor. Strong news judgment, editing skills and ability to handle breaking news required. Top pay and benefits. Zone 4. Please send resume including salary history, references and samples to Box 33604, Editor & Publisher.

EDITOR-IN-CHIEF for Our Sunday Visitor, largest Catholic weekly newspaper in the U.S., and its related activities, including book and magazine publishing. Opening in the Fall to succeed retiring editor-in-chief. For job description write Search Committee, Our Sunday Visitor, 200 Noll Plaza, Huntington IN 46750.

## HELP WANTED

### EDITORIAL

COMMUNITY-MINDED managing editor for fast growing, 7000 circulation daily in the Southwest. Must take full charge of news staff. Send samples of pictures, stories, and resume, salary expected, references and essay on the contents of a good community newspaper. Box 33444, Editor & Publisher.

CHICAGO'S NEWEST and fastest growing daily regional newspaper has opening for General Reporter. J-school and some experience required. Send resume and clips to: Managing Editor, Southtown Economist, 5959 S. Harlem, Chicago IL 60638.

EXPANDING horse magazine seeks copy editor for re-write, editing and proof-reading. Salary \$12,000. English composition skills paramount; horse experience a must. Reply in writing to Carol Clark, Practical Horseman magazine, 225 S Church St, West Chester PA 19380.

MANAGING EDITOR for small Pacific Northwest daily. Must have experience in all phases of publication, including advertising, reporting, editing and management. Box 33532, Editor & Publisher.

### MANAGER/EDITOR

Top notch manager and newperson capable of directing editorial, advertising and circulation, wanted to manage growing, award winning semi-weekly. Must be properties and well-versed to excellent product. Enjoy living in smaller town near one of most attractive cities in Southwest. Attractive salary plus performance bonus. Send complete employment/earnings history, along with references and salary requirements to Publisher, Box 775, Albuquerque NM 87103.

THE GRESHAM OUTLOOK, a fast growing, 3-times weekly suburban newspaper near Portland, Oregon and Mt. Hood seeks a managing editor. You will be joining a growing Oregon company dedicated to editorial excellence. Suburban and weekly experience helpful, but intellect, energy, know-how and management potential equally important. Send resume to Larn Walker, Associate Publisher, PO Box 678, Gresham OR 97030.

EXPERIENCED CITY EDITOR, 19,000 PM daily, Winchester Evening Star. Contact Roy E. Potts III, 2 N. Kent St, Winchester VA 22601.

BUSINESS REPORTER—62,000 circulation daily with ambitious ideas for economic news coverage needs a talented reporter to help keep tabs on one of the few metropolitan areas in the nation with a vital economy. If you're able to get quickly to the heart of a complex story and explain it to readers in terms they understand, we'd like to hear from you. Experience on the big beat helps, a driving enthusiasm for covering the economy is a must. Send clips, resume and references to Michael Hallinan, Financial Editor, Everett Herald, PO Box 930, Everett WA 98206. No calls please.

A FAST TRACK MEDIA CORPORATION HAS IMMEDIATE OPENINGS IN ITS NEWSPAPER GROUP FOR:

### PHOTO JOURNALIST REPORTERS EDITORS

AND MID-MANAGEMENT OPPORTUNITIES IN

### ADVERTISING MARKETING CIRCULATION

These positions exist for experienced newspaper people in locations throughout the northern U.S. If you'd like to make a career change to a progressive company, please send complete resume with earnings history to Box 33587, Editor & Publisher

An Equal Opportunity Employer, M/F



**HELP WANTED****EDITORIAL**

**ASSISTANT SPORTS EDITOR**  
We're looking for a real news pro to lead our talented sports staff. To qualify, you must be an aggressive newswoman with strong organizational skills. We're a large AM daily in ACC Country. Send us your resume along with a letter telling what you can do to make us the best. Box 33476, Editor & Publisher.

**ASSOCIATE EDITOR**

National business paper has opening for Associate Editor in the Deep South where the living is better.

Position requires dedication—not a spot for would-be writers. Should have at least 2 years magazine experience. Objective, high quality editing, headline and editorial production required.

Send resume, two clips and salary history to Box 33475, Editor & Publisher.

**WRITER/PHOTOGRAPHER** needed for a growing weekly newspaper in the Florida Keys. Should be well versed in covering government, spot news, features and experienced in darkroom work, cut line and headline writing. Transportation is a must. Send resume, clips, salary requirements and photo if possible to Jackie Harder, News Editor, The Keynoter Publishing Co., PO Box 158, Marathon FL 33050, or call (305) 743-5551.

**ASSISTANT CITY EDITOR** for award-winning Ohio daily. We are seeking an individual possessing strong reporting and writing skills with several years experience on city beats and knowledge of VDT. Copy editing experience is helpful for this opportunity with our 45,000 circulation evening paper/48,000 Sunday. Send resume with salary history and clips to Box 33462, Editor & Publisher.

**SPORTS EDITOR** for 6000 circulation daily. Call Mr. Swartzell, El Dorado (Kans.) Times, (316) 321-1120.

**VERSATILE JOURNALIST** sought to fill No. 2 slot on night city desk of metropolitan daily in Zone 2. Job demands top notch rewriting, editing and reporting skills. Send resume, references and salary requirements to Box 33550, Editor & Publisher.

**MANAGING EDITOR**—Growing, award winning, medium sized West Coast daily seeks experienced news executive. Our commitment is thorough, imaginative local coverage and our standards are high. We offer an opportunity to put your ideas and expertise to work and a phenomenal pay off. Box 33628, Editor & Publisher.

**COPY DESK SUPERVISOR**  
Person experienced in all aspects of layout and editing, plus supervisory skills including performance appraisal planning, goal setting and budgeting. If you aspire to become a managing editor, this is a good opportunity to develop and sharpen your management abilities. Send resume to Box 33620, Editor & Publisher.

**GOLF WRITER**—Editor for state weekly publication, Florida Golfweek, PO Box 1458, Winterhaven FL 33880. (813) 294-5511.

**AN AGGRESSIVE**, 30,000 circulation Zone 8 daily needs a copy editor/layout specialist with organizational ability who can relate copy to readers' pocketbooks and personal freedom, turn out lively grid layouts and help solve copy flow problems. Salary depends on experience and editorial ability. Good benefits and advancement opportunity. Send full resume, work samples and references to Box 33598, Editor & Publisher.

**ECONOMICS BEAT**—Sunbelt PM daily is looking for an experienced business-labor reporter to create and develop a regional beat covering the pocketbook stories. Must have initiative, be able to handle everything from the union hall to the board room. Send clips and resume to Shreveport Journal, PO Box 3110, Shreveport LA 71130.

**TV WRITER**

We think anything as important as TV to modern families deserves top coverage. We want to help people watch TV intelligently and to cover four local stations like a beat. You should have a journalism degree, newspaper expertise, and honestly like TV. Replies and resume to Box 33545, Editor & Publisher.

**HELP WANTED****EDITORIAL**

**SPORTS REPORTER-EDITOR** for Zone 2 small daily newspaper in attractive area. Pay and benefits competitive with larger papers. Write to Box 33624, Editor & Publisher.

**MANAGING EDITOR** for large Mississippi weekly. Excellent opportunity if you have personality, tact and willingness to carry editorial load. Fast growing family-owned oriented area. Box 33606, Editor & Publisher.

**ASSISTANT EDITOR**

Assistant Editor needed for top notch feature section of 96,000 PM in Zone 3. Job requires considerable editing and make up skills with a strong emphasis on graphics supervision. Creativity, energy, efficiency and ability to work with and lead people all must. Good opportunity for professional growth and advancement. Salary commensurate with experience. Write Box 33616, Editor & Publisher.

**COPY EDITOR** wanted for progressive Zone 5 daily. Should have layout and design skills. Top notch VDT system, competitive pay and benefits. Box 33621, Editor & Publisher.

**REPORTER** with solid writing and reporting skills. If you're versatile enough to handle issues, yet able to produce readable people-oriented stories, we'd like to hear from you. We have openings on our education beat and county courthouse beat. We're an innovative Pacific Northwest daily in a culturally oriented community with 3 colleges. Send resume, clips and references to Personnel Manager, Walla Walla Union-Bulletin, PO Box 1358, Walla Walla WA 99362. An equal opportunity employer.

**ASSISTANT MANAGING EDITOR** for growing Zone 2 daily. Good salary and benefits. Send letter of application and resume to Box 33622, Editor & Publisher.

**FOOD EDITOR** for the Florida Times-Union, 155,000 circulation AM daily. Responsibilities include writing for and supervising production of weekly food section and supervising our test kitchen. Background or course work in nutrition required. Send resume and clips to: Ripley Hotch, Special Section Editor, Florida Times-Union, Box 1949-F, Jacksonville FL 32231. (904) 791-4502.

**MANAGING EDITOR** for growing weekly paper in Idaho. If you understand weekly news, page layout and have management abilities, let's talk. Call Dennis Teachout, (208) 888-4423, or write The Valley News, PO Box 365, Mendon ID 83642.

**NEWS EDITOR**

Sunbelt newspaper planning a major revamp is looking for a key editor to carry out the project, melding his/her own ideas with the overall plan. If you care about quality, design, integrity and can supervise 7-member news desk staff, let's talk. You should have a journalism degree and varied experience. Replies and resume to Box 33544, Editor & Publisher.

**FEATURE DESK** needs copy editor. Strong in layout, must have editing skills, too. Send resume, references and a few of your best tear sheets to: Neil Pattison, Feature News Editor, The Arizona Republic, PO Box 1950, Phoenix AZ 85001.

**LARGE METROPOLITAN** Zone 2 newspaper is seeking an experienced metropolitan editor. Key management position with responsibility for the supervision of the news desk and departmental decision making. Candidate must have strong reporting and editing background as well as managerial smarts. Prior administrative experience a must. Send resume, clips and salary history to Box 33626, Editor & Publisher.

**FREELANCE**

**NATIONAL** trade magazine seeks stringers with sharp news writing/photographic skills. Merchandising, retailing, home furnishings knowledge helpful. Resume, non-returnable clips to: Jody Stone, Wallcoverings, 2 Selleck, Stamford CT 06902.

**JOB LEADS**

**PRE/EDITORIAL** jobs nationally. Weekly, monthly subscription rates. M. Sternman, 68-38 Yellowstone, Forest Hills NY 11375.

**HELP WANTED****MARKETING RESEARCH**

**MARKETING RESEARCH MANAGER**  
Western New York's leading daily newspaper has an immediate opening as manager of our research department. We're seeking an individual who has strong statistical research and analytical skills with a proven track record in print media. He or she will work closely with sales areas and be responsible for consumer research projects and readership surveys. Excellent pay, fringes and working conditions. All replies treated as confidential. Send resume and salary requirements to Richard K Feather, Vice President, Buffalo Evening News, 1 News Plaza, Buffalo NY 14240, or call (716) 849-4535.

**MARKET RESEARCH MANAGER**

Excellent opportunity for an experienced researcher to coordinate varied newspaper research projects for dominant daily newspaper in a growing south Florida market. Individual should have varied market research background and strong presentation skills. Contact Mr. Tony Mangone, Ad Director, The Post & Evening Times, 2751 South Dixie Hwy, West Palm Beach FL 33405. (305) 833-7411.

**PRESS ENGINEERS****MECHANICAL ENGINEERS  
DETAILERS**

Growing company manufacturing large newspaper printing presses seeks senior and junior engineers experienced in large presses or comparable precision rotating machinery. Midwest and West Coast locations, excellent benefits, ESOT. Contact in confidence: Carl Hermach or Bob Hamilton.

**PUBLISHERS EQUIPMENT CORP.**  
4404 Sunbelt Dr., Dallas TX 75248  
(214) 386-5833

**ESTABLISHED CORPORATION** seeking individuals experienced with dampener and cylinder applications on presses of all sizes. Strong large press cylinder design a plus. Must be willing to travel moderately on world-wide basis for field evaluation and supervise installations. Contact in confidence: Smith RPM Corp, 9040 Coy, Overland Park KS 66214. (913) 888-0695.

**PRESSROOM**

**EXPERIENCED PRESSPERSON** for 8 unit Goss Community press, SC folders. Shopper and commercial work. Contact Gary Mohr (800) 843-6805, toll free.

**JOURNEYMAN PRESSPERSON** to run 4 unit News King web press. South Carolina location. Salary negotiable. Send resume to Box 32671, Editor & Publisher.

**PRESSPERSON**

Major Southern offset newspaper has several positions available for experienced presspersons. Previous offset experience preferred. Excellent salary and benefits. Please respond detailing work history and salary requirements to Box 33522, Editor & Publisher.

**PRESSPERSON/Foreman**, production oriented with experience on Goss Community and/or Suburban. Modern plant in Zone 2. Call Mr. Lichtenstein at (215) 487-1500.

**E & P CLASSIFIEDS**  
The Industry's Marketplace  
(212) 752-7053

**PRODUCTION**

**ASSISTANT PRODUCTION SUPERVISOR**—Assist our top man in 7-person typesetting division of Long Island magazine company. Know Compugraphic Editwriters. Good/fast mechanical board person with design ability. Very organized. \$14,000 salary plus health insurance. Send resume to Production Supervisor, Good Times, 230 Arlington Cir, East Hills NY 11548.

**COMPOSING SUPERINTENDENT**

Leading Zone 4 metropolitan newspaper is seeking a top notch manager to assume total responsibility for composing department operations. Individual must have complete knowledge of cold type system and a minimum of 3 years supervisory experience. Strong people skills essential. Competitive salary and excellent fringe benefits. Please respond detailing education, experience and salary history to Box 33506, Editor & Publisher.

**HELP WANTED****PRODUCTION**

**PRODUCTION MANAGER** must know mark-up, typesetting, and paste-up. Experience with Harris Microstor and Compugraphic Unisetter an asset. Call Jim (503) 842-7535 or send resume to: Headlight-Herald, PO Box 232, Tillamook OR 97141.

**ASSISTANT PRODUCTION DIRECTOR**  
West Coast Metro is seeking an Assistant Production Director. Candidates should have knowledge in all phases of newspaper production work in heavy union environment. Seeking person with initiative, proven capabilities. Night work a must. Excellent salary and benefits. Send resume and salary requirements to Box 32603, Editor & Publisher.

**PROMOTION**

**PROMOTION MANAGER**—We are looking for a person to handle total newspaper promotion. Responsible for circulation, sales, news and classified department. We are 16,500 daily newspaper located in the beautiful Northwest. Please send resume and salary requirements to: Lorne Bruchet, General Manager, Skagit Valley Herald, PO Box 578, Mount Vernon WA 98273.

**PUBLIC RELATIONS**

**WRITERS** (2) with recent wire service or daily experience for PR offices in Washington, DC and Indianapolis for national organization; radio, tv, cable, speech writing and photo experience or PR accreditation a plus but not required; male, female veterans of wartime service preferred. Write Fred Woodress, PO Box 1055, Indianapolis IN 46206.

# Positions Wanted . . .

**ADMINISTRATIVE**

**MONEY MAKER**—Very experienced daily marketing and ad director, general manager, and presently publisher seeks administrative capacity with progressive daily in Zone 4, 6, 8, or 9. Experienced with weeklies, shoppers and TMC. Outstanding accomplishments and employer references. 34, BA, married. Box 32595, Editor & Publisher.

**GENERAL** or Advertising Manager, 32 years working experience. Knowledge of all departments, daily and weekly. A former owner. Box 32730, Editor & Publisher.

**GENERAL MANAGER-EDITOR**, Editor, 35, of nationally-honored community newspaper. Recently earned an MBA degree. Eager to use new skills. Box 33500, Editor & Publisher.

**GENERAL MANAGER/Production Director**, 21 years experience all phases. Latest technology, budget, cost, personnel oriented. Box 33480, Editor & Publisher.

**ADVERTISING**

**AD DIRECTOR** seeks new opportunity. Doubled total ad linage and tripled revenue in 7 years with 70M daily. Responsible for all ad sales, production and marketing. Prior experience includes retail sales and promotion manager for 90M daily plus experience in store management and corporate retail sales promotion. University grad. 40, married. Dick Hummel, 7301 E. Roble Ct., Bakersfield CA 93309. (805) 832-5030.

**To answer box number ad in  
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Address your reply to the box number given in the ad, c/o Editor & Publisher, 575 Lexington Ave., New York, N.Y. 10017.

Please be selective in the number of clips submitted in response to an ad, include only material which can be forwarded in a large manila envelope. Editor & Publisher is not responsible for the return of any material submitted to its advertisers.



## POSITIONS WANTED

### ADVERTISING

**AGGRESSIVE**, experienced (4 years), knowledgeable, young (27) advertising salesman desires move to management. Zones 3-4. Write Box 32599, Editor & Publisher.

**ADVERTISING MANAGER** weekly newspaper seeks post with middle-size daily. Minimum \$14,000. Three years experience, good references. Please give all details. Write Box 33580, Editor & Publisher.

### ARTIST

**SEEKING POSITION ON DAILY**. Experienced artist and cartoonist. Solid portfolio. Bob Seymour, 4651 Grafad Ln, Stow OH 44224.

**YOUNG ARTIST** wants career on daily as illustrator of news and features. Any Zone. David Kordalski, 645 N Bever St, Wooster OH 44691.

### CARTOONIST

**EXCELLENT CARTOONIST** for major California daily seeks job as full-time editorial cartoonist. Fine references. Will move anywhere. Request samples. Box 33588, Editor & Publisher.

### CIRCULATION

**SALES-ORIENTED** college graduate seeks management challenge. Ten years circulation, AM, PM, Sunday, 20 years sales training and personnel selection. Market analysis, ABC, Little Merchant, motor and rack sales. Available July 1. Box 33424, Editor & Publisher.

**CIRCULATION PROMOTION**—40 year old male with 15 years experience (boy crews) would like to build circulation for medium to large daily. Top producer seeking permanent position as outside contractor. Top references. Box 33470, Editor & Publisher.

**EMPLOYED CIRCULATION DIRECTOR** in Zone 3 seeking opportunity and challenge with sincere group in same zone. Family man, 42, low keys, excellent with people, with 14½ years of keen, shirt-sleeve directing, objective planning and execution in all phases of marketing and circulation in modern day publishing. Diversified experience ranging from small dailies, weeklies, shoppers to large metros including a successful weekly conversion to daily transition. Excellent track record and background with superior strength in sales promotion, departmental development, organization and cost control. Excellent character, personal and employment references. Box 33463, Editor & Publisher.

### EDITORIAL

**SIX YEARS** experience wire and daily reporting seeks government or feature spot on medium to large newspaper. Will relocate. Available now. Box 32545, Editor & Publisher.

**EDITORIAL WRITER**—impressive, quality, productive work. Highly experienced. Interested to lead or join a spirited page. Box 32556, Editor & Publisher.

**SPORTSWRITER/SLOTMAN**, 31, seeks new challenge. Nine years experience at large-sized daily. VDT-trained, have covered all sports at pro, college, high school levels. Strong writing, editing, layout skills. Work well with young writers, manage staff of five part-timers. Box 32587, Editor & Publisher.

**MR. EDITOR**—Want to put some zip—and readers—into your Sunday magazine? I can produce a dynamic complement to your news package. Write Box 32749, Editor & Publisher.

**EDITOR**—Available for large weekly, small daily, thoroughly experienced, striver for quality, strong writer. Now editing highly regarded, county-seat weekly. Early 50's, best professional, personal references. Box 32746, Editor & Publisher.

**REPORTER**, 13 years editorial experience and 1 year of public relations. Anxious to return to newspaper. Background in hard news, features, photography, reviews, layout. Box 33488, Editor & Publisher.

## POSITIONS WANTED

### EDITORIAL

**CITY EDITOR** on 40,000+ Southwest daily seeks responsible, challenging post on similar size or larger daily. More than 10 years solid experience as reporter and editor. Sound news judgment, leadership and organization. Strong editing and layout skills. Several respected awards for reporting, makeup, headline writing and editorials. Good references. Mid-30s, married. Prefer Zone 6 or 8, but quality of newspaper and opportunity more important than location. Box 33511, Editor & Publisher.

**NEWS EXECUTIVE**—If you are a publisher with a commitment to excellence, the desire to upgrade your product, the willingness to invest the needed resources, and need only a mature editor with youthful vigor to help attain your goal, write Box 33497, Editor & Publisher.

**NO AWARDS**, but hard worker. Sports Writer/Editor seeks new challenge. Energetic 11-year veteran wants post on quality metro area daily. Skilled in layout, VDTs, men's and women's coverage. Will consider offers from any Zone. Ed Meyer, Box 7472, Hampton VA 23666. (804) 838-9399.

**EXPERIENCED** newspaperman (5 years part-time, 11½ full-time) seeks position as a news/outside editor or reporter. Have sports and hard-news background. Prefer AM daily with circulation 50,000-100,000 in Zone 2. Box 33479, Editor & Publisher.

**I'VE SET TYPE**, proofread, written news, society and features; copy edited, pasted-up in 20 months at weekly paper; temporary Feature Editor. Syracuse University grad, 3 years news-features-sports writer for SU daily, women's sports specialty. Seek job as writer for daily in Zones 2, 5, 8, 9. Solid references, thrives on responsibility, unlimited energy, enthusiasm. Give me the chance to excel in what I love! Box 33485, Editor & Publisher.

**SERVE UP** best in tennis coverage. Reporter interested in locals, juniors, as well as big-time pros. Box 33466, Editor & Publisher.

**SPORTS EDITOR** or sports staffer position wanted in Zone 6. Have six years' experience at daily newspaper (circulation 20,000). Feel like it's time to move up. Strong on high school and local sports. Excellent references, clippings available. Box 33459, Editor & Publisher.

**CHECK ME OUT** Dependable, energetic writer (25) seeks soft news or general reporting spot after long stint as sportswriter. Seven years experience full and part-time on two Midwest metro dailies. VDT experienced. Good layout and headline skills. Excellent references. Prefer metro daily or suburban weekly in Zones 5 or 9. Write or call: John Collinge, 1100 Ellen St, Cedar Falls IA 50613. (319) 266-7916.

**REPORTER/PHOTOGRAPHER**, 27, seeks slot on large Zone 9 paper. 1½ years experience as reporter for daily, editor of weekly. Box 33439, Editor & Publisher.

**MEDICAL REPORTER**—M.D., 23, with college journalism background. Seeks entry-level position with metro daily or large magazine. Available 5/80. Box 33344, Editor & Publisher.

**LITERATE, THOROUGH** reporter and editor seeks challenging work anywhere. Four years on metro writing showbiz and laying out features, two years on weekly. I'm ready for a bigger job in a smaller city. VDT experience, academic background in science and politics. Available today. Box 33426, Editor & Publisher.

**HARD-WORKING** young writer-editor enjoys developing humorous, off-beat features. Knows sports, politics, entertainment. Zone 5 but willing to relocate. Box 33576, Editor & Publisher.

**EXPERIENCED** reporter on small San Francisco daily. Harvard grad, seeks post on 25,000+ West Coast quality daily. P. Patton, 4957 Coronado Ave, Oakland CA 94618.

**READY AND WILLING** to report for a weekly or daily. Have written articles for national magazine. Former editor of Big Ten college paper and reporter for 23,000 circulation weekly. Hard worker. Kar Voorhees, 316 Lincoln Ave, Highland Park NJ 08904. (201) 545-4508.

## POSITIONS WANTED

### EDITORIAL

**NEWS EDITOR/PHOTOGRAPHER**, 25, married, BA Journalism, seeks Zones 4, 6, 8 or 9. Editor and photographer 3 years for leading technical-trade magazine. VDT experience. Box 33560, Editor & Publisher.

**AWARD-WINNING REPORTER**, 3 years experience, seeks position on paper with circulation over 50,000. Experience in all phases of desk work. (412) 628-6379.

**EDITOR/TOP REPORTER**—Why leave a top-paying public relations job to return to newspapers? Those who know and care about the business will understand—and those who want to discuss a job to move with an award-winning editor, a reporter who has covered local, state and national government, run the copy desk and motivated staffs to feel their work was the most important thing in town, may wish to contact Box 33540, Editor & Publisher.

**ENTRY-LEVEL REPORTING** job sought on small-town daily or weekly. Penn State J grad. One year on college paper and some part time daily experience. Studied French 2½ years in Strasbourg, France. All Zones. Carl Vairo, 8 Prince Eugene Lane, Media PA 19063.

**EIGHT YEARS** experience as beat reporter, then bureau chief for daily newspapers. Knows cameras, including darkroom, 1979 Washington State Farm Bureau media award. Available now. Dick Moody, Route 3, Box 3064, Grandview WA 98930. (509) 837-3277.

**EDITORIAL WRITER/columnist**, 43, family man, good writer, background in business, politics, zoning, education and maritime, flexible availability, minimum 20K. Box 33565, Editor & Publisher.

**ASSISTANT city editor** of 30,000 daily in Zone 2 seeks similar job on larger daily. 5 years experience. Box 33558, Editor & Publisher.

**YOUNG (27)** yet experienced (3 years) versatile reporter (City Hall, sports, entertainment, education) seeks position on paper with integrity. Box 33557, Editor & Publisher.

**FOREIGN EDITOR/WRITER**  
**BUSINESS EDITOR/WRITER**  
**TRAVEL EDITOR/WRITER**  
20 years experience newspapers, wire service, magazines; covered Vietnam, Olympics, business, energy, politics, travel, in US, Asia/Pacific, Middle East, Africa, South/Central America; VDT, 35mm, darkroom, layout; BA Economics, near MA International Business. Will consider right job in any time zone. Box 33543, Editor & Publisher.

**PRO**, 40, 20 years major dailies. Present paper 10 years. Features, people columns, local entertainment. My ideas become my stories. Want new challenge. Box 33534, Editor & Publisher.

### FREELANCE

**GAG IDEAS**—Single and Multi-Panel. Your requirements please to Walt Nason, 7 Chester St, Glens Falls NY 12801.

## POSITIONS WANTED

### PHOTOJOURNALISM

**PHOTO DEPARTMENT Manager**, I can help control expenses, increase productivity, and improve picture quality. Experienced, David N. Arndt. (313) 769-1402.

**I CAN PROVIDE** eye-catching spots, feature, news shots in return for good photo use. Want to put 3 years professional experience to work on medium/large daily. Zones 2, 3, 4, 5. Excellent portfolio. Call (513) 653-5595, evenings.

**I'VE WRITTEN AND SHOT** just about everything in 6 years on 30,000 daily. Open-minded about future. Let's talk. Box 33427, Editor & Publisher.

**PHOTOGRAPHER**—Looking to move up. Now employed as surveillance photographer and as part time news photographer for The Point Reyes Light. Credits also include series in Life, Popular Photography and trade publications, 33, fifteen years experience. BFA in photography. Neil Jacobs, Box 419, Inverness CA 94937.

**PHOTOJOURNALIST**, 3 years freelance experience, including newspaper and magazine work. Looking for good opportunity with publication interested in exciting images. Clips and portfolio. Mike Edwards, 250 E 150 St, Cleveland OH 44110. (216) 486-2400.

### PRODUCTION

**PRODUCTION MANAGER**—Cost/personnel reduction. Heavy experience in composition, camera, plate, mail. Quality oriented. Electronics background. Box 32743, Editor & Publisher.

**PRESSROOM Superintendent** or Production Manager—30 years experience in metropolitan and small dailies. Top experience in converting to direct printing. Proven record of cost and quality control. Latest technology. Knowledgeable in all presses. Box 32690, Editor & Publisher.

**WELL EDUCATED** man with over 20 years experience in stereotype, offset platemaking, offset press and mailroom in large and medium size dailies seeking a position, either administrative or in production. Supervisory experience in stereotype and offset platemaking departments. Formal education includes BS and MS degrees. Prefer Zones 4, 8 or 9. Box 33457, Editor & Publisher.

### PUBLIC RELATIONS

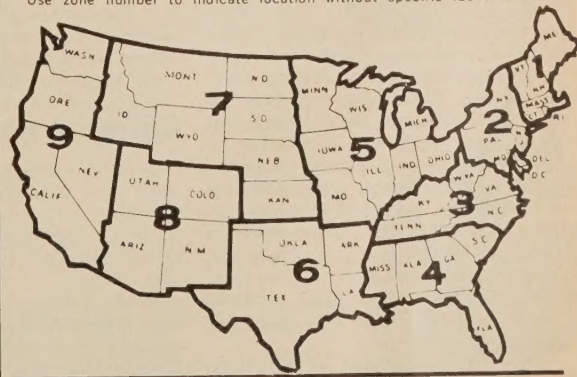
**MEMBER IABC** and PRSA with strong newspaper, AM-TV background, seeks to write speeches, audio-visual, investigative, research or internal/external material for company that believes in communication. Strong oral and/or written skills. D.J. Ross, (414) 545-8766.

### SYNDICATE SALES

**RETIRING PUBLISHER**, strong in sales with syndicate feature or features to rep. Salary and/or commissions negotiable. Zone 5. Box 33611, Editor & Publisher.

## E&P Employment Zone Chart

Use zone number to indicate location without specific identification





## News and the third world

Almost a year and a half ago in Paris the press of the free world achieved an important victory with the help of its delegates to the UNESCO Conference by toning down the draft resolution on press freedom so that it was acceptable and no longer a Soviet-inspired document.

Some important promises were made at that time by representatives from this country about the development of journalism in the less developed countries, but here we are about six months away from the next UNESCO General Conference in Belgrade and not too much has been accomplished.

One can hear the challenges of "put up or shut up" from the representatives of the less developed countries if nothing more is accomplished by then.

"The compromise at Paris gave us time," said Ronald Macdonald, president of the International Press Institute. "Time to help improve the communications flow and to work very hard on training because the press is less easy to control when it has professional communications, as in South Africa."

In an evaluation of these efforts made by Professor Warren Agee of the School of Journalism at the University of Georgia for the Association for Education in Journalism, copies of which have just been distributed by the IPI, he said:

"The sponsoring or workshops, seminars, internships and other training programs for Third World journalists constitutes, by far, the major contribution now being made.

"Despite much interest and intensive efforts, the providing of equipment has been so difficult to achieve that results thus far have been negligible."

In addition, approximately 900 retired media specialists have volunteered their services as consultants in developing countries and about 35 have already participated. There is hope that the exchange of scholars, students and practitioners will be stepped up.

Agee concludes: "An overall appraisal of the situation indicates that efforts must be considerably increased to alert Western media editors and owners, and the general public as well, to the perils to democratic, industrialized nations implicit in the prospect that additional vast areas of the world may be blocked off from Western newsgatherers or reported almost solely through state-controlled news agencies. Such indeed is the very lively possibility should the Western media fail in their attempts to help correct the current imbalance in news communication between the First and Third Worlds and within the less developed countries themselves.

"It seems evident that far more must

be done by the media, foundations, research centers and government than has been accomplished in the past to help shore up less developed country's media weaknesses."

Agee admits this is the wrong time to go to government for help.

One proposal for an international news agency, cooperatively staffed and financed from private sources in both the developing and developed world, and devoted to reporting on national development in the developing countries, has been given some study by the Edward R. Murrow Center for Public Diplomacy at the Fletcher School of Law and Diplomacy, Tufts University.

The idea was first discussed by Roger Tatarian, former UPI editor and presently professor of journalism at California State University, Fresno, at a conference in Cairo, April, 1978.

The proposed "Multinational News Agency" is now referred to as the "North-South News Agency" (NSNA). It was estimated an initial staff of 12 correspondents would require a budget of about \$900,000 a year or approximately \$2,700,000 for a three-year trial period. The agency would concentrate on reporting "development news" and would not compete for general news with the existing international news services.

Although the feasibility study has been completed the project is now in limbo. Philip Horton, who guided this project at the Edward R. Murrow Center, is retiring. There is no one to pick up the reins. Nothing has been done about financing which must come from private and media sources. No decision has been made on where headquarters for such an organization should be located. Many problems must be solved.

The sad thing is that the proposed budget is probably now out of date and it is probably the worst time imaginable to contemplate raising money for this purpose.

There is some hope that the project may be discussed at the forthcoming meetings of newspaper editors and publishers, at least in the corridors. Unless some imaginative leadership is provided, it will remain an impossible dream.

## Albright named

Denis P. Albright, manager of placement and development for Gannett Company, Inc., was named assistant director of personnel for the *Rochester Democrat and Chronicle* and the *Times-Union*.

Before joining the Gannett corporate staff three years ago, Albright, 34, was manager of personnel development at Lincoln First Bank in Rochester.



**APPOINTED**—Richard Kasky, a former assistant production manager for Dow Jones, was named production manager for the *Pomona (Calif.) Progress Bulletin*. He will oversee composing and pressroom operations. The Bulletin is a member of the Donrey Media Group. Most recently, Kasky was a manager for Beach Manufacturing Corp.

## Direct printing conversion made

*Chatanooga (Tenn.) News-Free Press* has converted to direct printing with photopolymer Napplates. Before its decision to switch to lightweight, water-processible Napplates, the News-Free Press has been using magnesium for direct printing. To produce the new plates, the newspaper employs a NAPP exposure unit and a NAPP Satellite plate processor with a capacity of 90 direct plates per hour.

## Hospital probed

Wendall Rawls Jr. is author of "Cold Storage," a book published by Simon and Schuster. The book is about the Farview State Hospital for the Criminally Insane, the same hospital that was investigated by Rawls when he was a reporter for the *Philadelphia Inquirer* and won him the 1977 Pulitzer Prize for reporting. He reports now for the *New York Times*.

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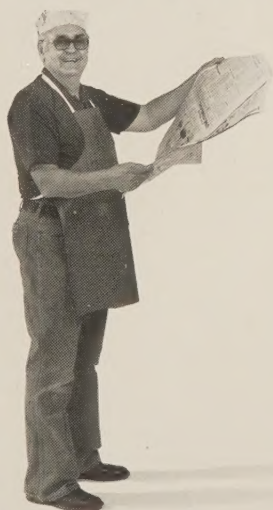
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